BULL, MAY 10, 1930
TWOPENCE

JOHN BULL

No. 1247.
Vol. XLVII

OVER A MILLION SALE

FOR years this Lantern has lit the way through the dark task of washing-up.

It stands for Hudson's, the fine old soap which first solved the washing-up problem and which is still acclaimed the best by women all over the world.

LIGHT ON THE SUBJECT OF BEAUTIFUL HANDS

Danger to the hands is greatest in the kitchen. Prevention is better than cure. Don't treat your hands roughly and they won't become rough.

See that you get all the help you can in household tasks—especially in washing up. Use Hudson's Soap. Hudson's is so efficient and removes grease and the sticky remnants of food so quickly that your hands need hardly be in hot water at all.

HUDSON'S SOAP

R. S. HUDSON LIMITED, LIVERPOOL, WEST BROMWICH AND LONDON

SMALL ADS. WORTH WATCHING

Prepaid Rate: 9s. per line averaging six words, Minimum Charge 27s.

Advertisements must be received not later than Friday for the following Thursday's issue.

Address: The Advertisement Manager, "John Bull," 57-59, Long Acre, London, W.C.2

FOR SMALL TRADERS, SHOPKEEPERS.

MAKE MORE MONEY. Sell Tablecloths, Towels, Silk Stockings, Overalls, Men's Socks, Ties, etc. A 1,000 Bargains. The Oldest, Largest, Cheapest and Best Wholesale Firm. Write now for Catalogue B. Cochrane, Sons & Co., 2, Thomas St., Manchester.

DRAPERS. — Buy your supplies from the largest Warehouse. Stocks of Hosiery, Remnants, Readymades, etc. Large Catalogue Free. H. Clegg (Dept. B.), 36, High St., Manchester.

CHEAPEST Wholesale House for Beginners for drapery, hosiery, boots, etc. Write for free cat. —H. Marks, 66, Houndsditch, London, E.C.3.

BE Your Own Master. Start in Drapery and make money. 52-page w'sale C'tlgue, also 16-page A.B.C. Guide direct from actual mfrs. free to shopkeepers and beginners. Examp'es of our prices: Men's Shirts, 18/11 doz. Thousands of bargains in stock in Mfrs.' clearing lines and travellers' samples, much below usual price. Big profits. Wolfson's Catalogue will help to e'tablish you in business.—Wolfson's Warehouse Mfg. Co., 46-48, Thomas St., Manchester.

PROFITABLE GOODS to Sell in your spare time, every kind, good profits. 176-page Cat'logue free.—MAY (173), George St., Birmingham.

WHOLESALE Drapery.—Remnants and Art. Silk Hosiery. List free.—McLoughlin, Ltd., Dept. B, 15, George Street, Manchester.

DRAPERY REMNANTS for money-making. Art Silks a speciality. Cotton Blankets and Towels. Wholesale list free. R. Lonsdale & Son, Dept. J.B., Textile Clearing House, Accrington.

72-PAGE GENERAL, 16-PAGE ART ILLUS. COAT & DRESS CTLGS. Finest in the trade. Both Post Free. All Depts. covered, Ladies', Men's, Child's, Household. Perfect, reliab'e & repeatable goods of Quality & Value at keenest prices. Best Discount Terms. Satisfact'n g'nteed. Wholesale only. Myers & Co., 7, Trinity St., Leeds.

FREE ILLUSTRATED LIST for Dealers and Beginners for keen lines in Drapery, Hosiery, Haberdashery (Wholesale only).—Levy Bros., Dept. R., 39, Houndsditch, London, E.C.3.

AGENTS WANTED.

EARN £2 to £5 weekly. Run Clothing Club amongst friends. No outlay. Parties, and cat. free. Carlisle Mills, Dept. 11, Birstall, Leeds.

AREAS availab'e in all Districts for Exp. Salesmen. £7-£14 weekly can be earned.—Write, Stanley's, Warton Road, London, E.15.

BECOME A "NATIONAL" AGENT AND ADD TO YOUR INCOME. 500 ADDITIONAL AGENTS, EITHER SEX, REQUIRED BY NATIONAL STORES, LTD., TO FORM 1/- WEEKLY CLUBS, EVERYTHING FOR THE HOME, LADIES' AND GENT'S CLOTHING AND OUTFITTING, JEWELLERY, ETC. BIG COMMISSION AND EXPENSES PAID.—WRITE IMMEDIATELY FOR FULL PARTICULARS AND CATALOGUE, DEPT. J.B., NATIONAL STORES, LTD., 7, HILLS PLACE, OXFORD CIRCUS, W.1.

AGENTS wanted by Actual Manufacturers to sell Ladies' Coats and Dresses on easy payments. Full trade profit, no outlay.—Write to Mr. Scarlett, Swan Costume Co., Bradford.

WANTED by John Noble, Ltd., Organisers of 1/- weekly clubs. Generous commission, no outlay; splendid opportunity. Little trouble, no expense, substantially increased income! Marvellous bargains in Furniture, Fashions, Footwear, Bedding, Underwear, Outfitting, etc. Goods practically sell themselves. Investigate NOW! Send P.C. for catalogue and full particu. —John Noble, Ltd. (Dept. A.7), Manchester.

EMPLOYMENT.

MOTOR DRIVERS.—Special trainins for Private or Commercial Service. THE BRITISH SCHOOL OF MOTORING trains to the standard of the ROYAL AUTOMOBILE CLUB Official Certificate, which is the only standard of proficiency ACCEPTED BY EMPLOYERS. Employment Department licensed by the L.C.C.—CALL or write for full particulars, BRITISH SCHOOL OF MOTORING, LTD., 8, COVENTRY ST., PICCADILLY CIRCUS, W.1. (Corner of Rupert Street, next Lyons' Corner House.)

A HIGHLY-PAID position quickly secured as a Certificated Bookkeeper. Individual postal tuition. Fee moderate, easy payments. Success assured at two Final Exams. Booklet FREE.—City Correspondence College (D.9), 69, New Oxford Street, London.

A SPECIAL ANNOUNCEMENT. — London's foremost manufacturers of Hosiery, Underwear, Shirts, Ties, Frocks, Jumpers, Jumper Suits, Pullovers, Overalls, Bedding, Household Linens, etc., etc., are prepared to send to anyone desirous of making money their new season's all-illustrated catalogue of the above lines. Silk shade card for colours issued free. Selling prices and detachable wholesale prices shown for guidance. Miles ahead of others, prove it yourself. Nicksons, Makers, Broadway Chbs., Ldn., W.6.

CANADA wants British Boys, 14 to 18. Free training and passage offered by Church Army, 55, Bryanston Street, W.1. Write or call, Overseas Dept.

AGENTS wanted by the Manchester Mutual Trading Assoc., Ltd., to form 1/- weekly Clubs for high-class Clothing, Boots and Household requirements. No outlay. First Order on Approval. Good com. 96-page Cat. and parties. free.—Write now.—M.M.T.A., Ltd., 66, "Greenmount," 1, Plymouth Grove Manchester.

HIS MAJESTY'S ARMY.

OVER 200 vacancies will exist in September for Boys for training as Artificers (R.A.), Armourers, Blacksmiths, Bricklayers, Draughtsmen, Carpenters, Electricians, Fitters, Surveyors, etc. Selection by competitive examination, to be held on 1st July next. Age limit, 14 years to 15 years 6 months, according to trade. Free food, clothing and accommodation with pay and liberal holidays during training.—Full particulars from any Recruiting Office, or Chief Recruiting Officer, Great Scotland Yard, London, S.W.1.

BUSINESS OPPORTUNITIES, SERVICES.

"DO YOU ADVERTISE?" Advertisement inserted in 56 Provincial newspapers or London and Suburban, 7/10. Welsh, 3/6. Large or small Mail Order Campaign Experts. Advice free. Prospectus.—Central Press (Dept. 60), 323, High Holborn, London, W.C.1. 'Ph.: Chancery 8113.

CHEAP PRINTING.—1,000 Billheads fr. 3/6. Handbills fr. 7/6. Memos, Business Cards, etc., Stamp. Free.—Crotoway Press, 66, Buxted, Sussex.

BARGAIN SALES.

"THE BAZAAR, EXCHANGE & MART" (2d. every Tuesday and Thursday) will send a FREE copy of either issue to any reader of *John Bull*. Send postcard to J. B. Burt, 4, Greville Street, E.C.1.

WALLPAPERS DIRECT from 2½d. per roll. Send for patterns post free.—West Riding Wallpaper Co., 52, Trinity Street, Leeds.

KNITTING WOOL BUNDLES. 1 lb. 5/6, for Socks, etc. White 3/4, Grey 3/10. Mixtures 4/11 lb., post free. Patts. Wools, Serges, Tweeds, etc. Egerton Burnetts, W.B. W'house, Wellington, Som.

WALLPAPERS. Non-Combine, from 2½d. per roll. Book of 1930 designs Free.—Eclipse Wallpaper Co., 21-23, Shield Rd., Newcastle-on-Tyne.

RUG WOOL.—Blk. 6-ply, 1/- lb., Cab'e, 1/11. Cherille 7½d. Knitt.n; 1d., 1½d., 2½d. oz. Guide and samples free.—Newcastle Wool Co., 109, New Bridge Street, Dept. 71, Newcastle-on-Tyne.

WALLPAPERS.—Buy from Makers, 2½d. roll. 8pls. Books free. Exclusive selection.—White's Wallpaper Whse., Dept. 28, Clayton-st., Newcastle-on-Tyne.

PERFECT HEMSTITCHER; fits any sewing machine; only 6/6. Details free.—Hemstitch Co. (Dept. 90), 202, Strand, London.

SATISFACTION Gntd. Silk Stockings, 2/-. G. Braces, 2/6 (3 yrs.' g'ntee). Fancy Socks, 3/6. Address, Hosiery Dept., 126, Howard Rd., Ldn., E.17.

READERS' attention is drawn to the BARRY TAILORING offer on page 10. Free patterns can be secured. Mention *John Bull* when writing.

DO not overlook the MYATT advt. appearing on page 23.

FILL in the coupon in the DRAGE advt. on page 27 for free gift-book and special Celebration offer.

JAY'S AT YOUR SERVICE for WHITSUN

EXCLUSIVE DESIGNS · BARGAIN PRICES · GUARANTEED QUALITY · WORLD'S BEST TERMS

MORE FOR MONEY—LESS TO PAY MONTHLY AT JAY'S—WORLD'S LARGEST CREDIT FURNISHERS.

SEE THE BARGAINS AT OUR SHOWROOMS!

WORTH	MONTHLY	WORTH	MONTHLY
£10 ...	4/-	£100 ...	40/-
20 ...	8/-	250 ...	100/-
50 ...	20/-	500 ...	200/-

If desired, our Travelling Salesman will call and estimate free.

BEDROOM SUITE. BEDSTEAD TO MATCH, BEAUTIFULLY FIGURED TO GIVE ORIGINAL LIGHTING EFFECTS

10/- MONTHLY

JAY'S FURNISHING STORES

SEND BARGAIN CATALOGUE POST FREE

NAME.....

ADDRESS.....

Cut out this Coupon & post in ½d. unsealed envelope. J.B.

NOTE THESE ADDRESSES FOR WHITSUN BARGAINS

248-250, TOTTENHAM COURT ROAD, W.1 (Oxford Street End).

STOKE NEWINGTON—88, High Street, N.16.
PADDINGTON—219, Shirland Road, W.9.
HOLBORN—51, Gray's Inn Road, W.C.1.
WHITECHAPEL—223-225, Whitechapel Rd., E.1.
CRICKLEWOOD—140, Broadway, N.W.2.
225, WESTMINSTER BRIDGE ROAD, S.E.1.
PADDINGTON—282, Harrow Road, W.2.
UPTON PARK—361, Green Street, E.13.
345-347, KENTISH TOWN ROAD, N.W.5.
ELEPHANT—96-97, LONDON ROAD, S.E.1.
THORNTON HEATH—59, High Street.
HOLLOWAY—162, Holloway Road, N.7.

STRATFORD—379-381, HIGH STREET, E.15.

BOW—165, Bow Road, E.3.
PALMER'S GREEN—25-27, Green Lanes, N.13.
CHELSEA—363, Fulham Road, S.W.10.
CLAPHAM—59, 61, 63, High Street, S.W.4.
WIMBLEDON—81, Broadway, S.W.19.
HAMMERSMITH—120, King Street, W.6.
KING'S CROSS—212, Caledonian Road, N.1.
WORTHING—15-17, ROWLANDS ROAD.
BRIGHTON—127, Queen's Road.
READING—47, Minster Street.
WOKING—11, The Broadway.
WATFORD—12-13, High Street.

CROYDON—5, LONDON ROAD.

SHEFFIELD-MADE "Pixie" Razor Blades, 1/- per dozen. Good terms to buying agents.—Dronfield Tool Co., Dronfield, Sheffield.

WALLPAPERS from mills from 2½d. roll. New Designs. Patterns post free. — Osborne Mills (Dept. 5), Rochdale Road, Manchester.

RAZOR Blades, finest qual., Gillette type, 1 dz. 1/-, 3 dz. 2/9, both post free.—Gregg Bros., 26, Old Change, London, E.C.4. Buying agents wtd.

WALLPAPERS.—Beautiful designs at bargain prices can be seen in our pattern book; by far the largest published. See what you save by purchasing from the original mail order firm. This book is sent Post Free. — Blakey, Morris and Co. (London), Ltd., Dept. J., 32, London Road, Elephant, S.E.1.

PEACH'S NEW CATALOGUE. Post Free.—Charming Curtains, Nets, Casement Fabrics, Cretonnes, Muslins, Linens. Write to-day.—S. PEACH & SONS, LTD., 141, The Looms, NOTTINGHAM.

FILL in the coupon in the RUDGE WHITWORTH CYCLE advt. on page 12 for a copy of the 1930 Art Cycle Catalogue and particulars of easy payments.

FREE WHITELEY CYCLE CATALOGUE is offered on page 30. Mention *John Bull* when writing.

SEND for SELFRIDGE'S ILLUSTRATED CYCLE LIST "J.B." advertised on page 32.

DRESS.

BABY'S BETTER QUALITY LAYETTE. 20/-. 75 or 85 costly home-made garments: Carrying Shawl, Robes, Petts., Day Gowns, Pianna., Terry Naps., Vests, Barras, Wool Coats, Nighties, etc. Guaranteed the best. Over 2,000 true testimonials received. Post 2/- & obtain the original bargain on approv., then compare quality. A Mother with 15 years' experience.—Mrs. J. Howard, 66, Dover Rd., Portsmouth. (Cash or terms.)

FREEMANS CASH OR CREDIT

CELEBRATED SPARE TIME AGENCY

BOOTS, Gent's and Ladies' Clothing, Suits, Coats, Costumes and Underwear, Carpets, Lino, Drapery, Gramophones, Bicycles, Jewellery, Watches, Clocks, China, Toys, Baby Carriages, etc.

Men in regular employment appointed as Agents.

Largest stock in the trade. Liberal supply of samples. Highest Commission Paid. *Illustrated Coloured Catalogues.*

NO OUTLAY. ALL PROFIT. *Enquiries for Agency Invited.*

LAVENDER HILL, LONDON.

GETTING MARRIED?—Send for our free illustrated catalogue and you will be entranced with the beauty and variety of our Wedding Gowns from one Guinea.—The Brilliant, 16, Smallbrook Street, Birmingham.

BABY'S SUPER-QUALITY LAYETTE, 20 home-made garments. Including Woollen Shawl, Robes, Gowns, Flannelettes, Woollies, etc., 20 Napkins. Perfect in every detail. "Better value is impossible," writes ... similar testimonials. Post 2/- ... parcel on approval. Cash or ... MUNSTON, 97, LAKE ROAD, ... MOUTH.

MUSICAL.

VIOLINS, Drummers' Outfits, Saxophones, Ukuleles, Trumpets, Gramophones, etc. 5/- deposit, 2/6 weekly. Lists free.—Palmer, 191, Linthorpe Road, Middlesbrough.

CONCERTINAS, Italian Accordeons, Banjos, Ukuleles, Violins, Jazz, Fiddles, Terms.—Vickers, Royal Harmonic Works, Greenwich.

MARKETING BY POST.

TEA.—Buy direct. Save ... Indian and Ceylon b'ended. ... 5/-, 10 lb. 12/-. Standard ... 10 lb. 23/-. No. 1 dust, 7 lb. ... Special dust, 7 lb. 6/-. 10 lb. ... paid.—Poulter & Co., Dane Place, ...

LIVESTOCK, POULTRY.

SUCH JOLLY COMPANY! A ... drove of canaries, budgerigars ... weekly at low prices. See ... every Wednesday, 2d. Free specimen. ...—J. B. Burt, 4, Greville ...

"THE POULTRY WORLD" ... premier poultry weekly, will ... reader free specimen copy. ... sinners. Where to buy and ... J. B. Burt, 4, Greville Street, ...

MEDICAL, CURATIVE.

WORMS CURED.—Artico Brand ... are a Specialist's Positive and ... They cure most violent cases by ... the very cause of the worm's ... ing, no dieting, no interfering ... habits. Send 1/6 for generous ... stamp for Free Pamphlet. ... 34 38, Oadmer, Derby.

AT certain times women ... V.G. Geneve (from the Stone ... one up to scratch in a marvel... fact, a small DAILY glass of ... is a wise habit.

HOW TO STOP SMOKING ... proved by testimonials.—Write ... Institute (J.B.), 21, Warwick ...

BLADDER Weakness, Kidney ... cured by Parker's Fluid Remedy ... etc., or Parker's Remedy, Ltd., ...

NERVES OF IRON.—Famous ... ist's treatment for Neurasthenia, ... Vitality, Weakness. Potentol restores ... out, depleted nerves to their ... vigorous condition of perfect ... Send for booklet.—Potentol Co., ... drgs:—6, Conduit Street, Regent ...

SMOKING Habit conquered. Health ... improved. Wonderful testimony. ... J. B. R., 25, Gribble Rd., Fazakerley, ...

WEAK NERVES.—An interesting book describing an inexpensive treatment for Weak Nerves, Depression, Morbid Fears, Insomnia, Blushing, Self-Consciousness, etc., sent privately to sufferers for 8d. (abroad, 6d. P.O.).—Write now—Mr. Rivers (J.B.68), 40, Lamb's Conduit St., W.C.1.

RUPTURE SUFFERERS will be interested in the BROOKS APPLIANCE advt. on page 31.

A FREE trial box of "URACE" is offered in the advt. on page 25.

ASTHMA & CATARRH SUFFERERS will be interested in the HAYNEL advt. on page 16.

BALDNESS.—I cured myself and can cure you. Large Trial Outfit, 3d.—Douglas Lee, "KWIK," 79, Victoria Ho., Victoria St., S.E.1.

WANTED TO PURCHASE.

BEST prices paid for Jewellery, Diamonds, Platinum, Old Gold and Silver. Antique Jewellery, Plates (not Vulcanite). Valuable Property or Nothing too large nor too small. Call or send.—Bentley & Co., 16, Woodstock St., London, W.1.

ANY kind old gold, silver, jewellery, diamonds, old false teeth, platinum scrap, etc. Highest cash by return.—Bell's, Upperhead Row, Leeds.

MISCELLANEOUS.

SEX WARNING FOR YOUNG WIVES. Free but helpful article by the famous ... Partington appears in HEALTH & STRENGTH," now out. 3d. ... J. B. Burt, 4, Greville Street, ...

ENTER the "DIPLOMA" LIMERICK ... PETITION advertised on page ... £50 ... other Cash Prizes are offered.

FREE.—A 4 days' free trial ... of GIBBS SHAVING CREAM & SHAVING SOAP can be obtained by filling in the coupon ... page 31.

£10 A WEEK FOR YOU

Shopping by Post is spreading like ... throughout the world. You can start a Mail Order Business quite simply in your ... by the "Read" System. Expensive ... no special skill required. This system, ... by Charles Read, Founder and ... of the world-famous Mail Order ... & Co., 20, New Oxford St., ... Oakley House, Bloomsbury St., ... the first year (1920) net profits ... on an initial outlay of £14. (Certificated ... Accountants. Copy Certificate ... applicant.) One investment of ... 2343. Send to-day for FREE FOLDER. "How to Start a Mail Order Business," ... Oakley House, Bloomsbury St., London, W.C.1. (Mention J.B. and enclose 1½d. stamp.)

SEND FOR FREE FOLDER

£2 GRAMOPHONE ELECTRIC PICK-UP FREE

WRITE NOW ... ORDER WITHIN 10 DAYS and MIRACLE 2, 3 ... 5/- DOWN

... WIRELESS STORES, WALLINGTON, SURREY.

JOHN BULL'S SHOP WINDOW

JOHN BULL'S Shop Window brings a Bargain Store to Your Door. Study each offer carefully. Write your name and address clearly, send money and notes by registered post. Always mention JOHN BULL.

You can buy from these advertisers as safely as purchasing across a shop counter, for every article is sold under a strict guarantee of absolute Satisfaction or Money Back in full.

"I Guarantee your Satisfaction"

HAIR WAVED IN A FEW SECONDS!

Perfect Marcel waves with attractive "side curl ripple" as admired, INSTANTLY created at HOME with my automatic MARCEL WAVER 1/9

The Only home apparatus giving correct professional results. Simplicity itself. Saves hairdresser's bills. With easy directions. Price 1/9, post 3d.

FREE Useful Gift included with all orders.

Send NOW P.O. or Stamps 2/- to:— WM. PENN (Dept. 41), 682, HOLLOWAY RD., LONDON, N.19

PAY FOR COAT AS YOU WEAR IT YOURS for 5/-

Smart Spring Tweed Coat ... well tailored, belt all ... lined Art. Silk. In Fawn, Brown, and Grey. ... payment of 5/- 30/- ... Price ... unsatisfactory. Before ... elsewhere, write or call ... Catalogue, Free

J.B. THORNE & Co 36 LANGHAM ST, LONDON, W.1.

SAMPLES FREE

ASTOUNDING VALUE IN FLOOR COVERING

90 SQ FT for 15/-

DAMP-PROOF & ROT-PROOF

THICKER than Lino. Specially suitable for damp stone or wood floors. Lies flat without fastening; no nails or paste required. 90 sq. ft. for 15/-. Longer lengths pro rata. All rolls two yards wide. Many pretty patterns to choose from.

J. B. ANDREWS & SONS, 30, Carter Street, Walworth Road, London, S.E.17.

PAROLEUM

TWO PANEL ENLARGEMENTS SPECIAL OFFER

1/9

For a short time only we are offering Jones Bros Readers TWO fashion reproductions from same photo only at an inclusive charge of 1/9, one 6½ Brooch Screen 16 x 10 and one Bromide 16 x 10. Simply send us any photo, state style of frame with P.O. and stamped envelope for return of original. Do not delay, take advantage of this exceptional opportunity at once. Delivery 14 days.

NO CANVASSERS EMPLOYED. REGENT SEPIA ART STUDIOS, (Sect. J.B.15) 32, Shaftesbury Av., London, W.1

SOLID OAK BED CHAIRS

2/6 only secures delivery of this 4 in 1 Solid Oak Bed-chair, and 12 Weekly payments 2/6 complete purchase. Polished dark or any shade. 3 soft Velvet Cord cushions, any colour. Leg rest detachable and very useful as fireside seat (see illus. 4). 2 Reversible seat cushions. Carriage Free England. Postal Orders only. Cash Price 30/-. (3)

NORTH BUCKS TRADING CO., 18, Shaftesbury Avenue, Piccadilly Circus, W.1.

3-3-0 CARR. PAID U.K.

... per month for 12 ... First payment secures. ... large ... full ... Couch ... Automatic ... shades.

FULLTONE GRAMOPHONES (1929) LTD. ... 10, 12, CAMDEN RD., LONDON, N.W.1 ... 10, High St. Liverpool, 13, Paradise St. ... Manchester, 85, Oxford Rd. ... Hull, Monument Bridge. ... Glasgow, 312, Argyle St.

Why is Evans' Electric Comb like Britannia

ANSWER AND WIN £100

EVANS' ELECTRIC COMB

Note the Wavy Teeth.

Enter for this Genuine Competition.

NO ENTRANCE FEE

ALL YOU HAVE TO DO IS THIS:—

Just write on a piece of paper your answer to the question: "Why is EVANS' Electric Waving Comb like Britannia?" and enclose your name and address. If your answer is accompanied by a postal order for an EVANS' Electric Comb (either size) you stand to win £100, but even if you do not send an order your answer will be judged for a prize of £10.

The Advertisement Manager of "The Daily News" has kindly consented to act as judge. No correspondence can be entered into, and no employee of the House of Evans is eligible to compete.

Send Orders and competition entries to: THE HOUSE OF EVANS (DEPT. J.B.), 9, DUKE STREET :: :: :: LONDON, W.C.2.

REAL WAVES IN 2 DAYS!

The mild yet penetrating electricity comes through the Wavy Teeth. Handle contains battery (no electric light required). No danger, no wires, lasts for years. A child can use it and gain hair beauty.

POCKET SIZE. 3/6 POST FREE. Larger Size (Double Strength) 6/6 post free.

Waves Hair, Keeps it Healthy and promotes its growth For Baldness, Greyness, Falling Hair, All Hair Troubles.

Pocket size 3/6d. post free, large size (double power) 6/-.

51-PIECE IDEAL HOME FAMILY SET 5/- DOWN AND MONTHLY.

For Breakfast, Dinner and Tea use.

A beautiful "all-in" Service of the very best British Semi-porcelain, highly glazed, decorated in an entirely new and very fine pattern of Crown Derby style. Every piece beautifully finished with Gold edges.

Sent carefully crated and carr. paid for 5/- down, balance in 11 monthly payments of 5/- (cash 55/-). Large Group TEA POT FREE with first 200 orders. Send deposit or ask for folder showing the Set in its natural colours.

E. J. HERAUD, Dept. J.B.31, Number One, Edmonton, London, N.18. Est. 31 yrs. The above is our full postal address.

SALE! of ROYAL Cycles. GREAT OPPORTUNITY

5-Guinea Models for 65/- (or 6/- monthly)

3-Speed Model de Luxe for 84/- (or 7/9 monthly)

Numerous other models at similar reductions. Send for illustrated Catalogue.

... Model's guaranteed ... 50 years.

VICTORIA CYCLE and CARRIAGE CO. ... 6. 151, 11, Victoria St., Westminster, S.W.1.

WADDED EIDERDOWN QUILTS FREE.

20/- A SALE

2 Soft Woolly Blankets. 2 Good Strong Sheets. 2 White Lawn Pillow Slips. 1 Fine White Bolster Case. 1 Coloured Turk. Towel. 1 Beautiful Hand Painted Fawn Bedspread. Double Bed Size. Made for lasting wear. Complete Bale for ONLY 20/- Carr. Free. Cash or C.O.D.

FREE GIFTS

This week we send with each Bale, absolutely free of charge, a pair of Ladies' Artificial Silk Stockings and One Handsome WADDED EIDERDOWN QUILT.

STANDARD SHEET CO., Dept. H.6, 185, Princess Street, Manchester.

BEDDING FREE

NO DEPOSIT NO RISK

Send for particulars how to obtain this and 200 other Lovely Gifts.

ABSOLUTELY FREE

SEND NO MONEY

CITY & PROVINCIAL STORES (Box 43 B), ATLANTIC MILLS, MANCHESTER.

"Soesi" Laces NO TYING OR UNTYING!

6d

Once fitted with the "Soesi" EXPANDING Laces your shoes take on and off without unlacing. Permanent, neat and comfortable. Will wear at least six months. Stocked & recommended by The Army and Navy Stores, etc. In usual colours.

Or post free 2 pairs for 1/-.

"SOESI" COMPANY, 31, EAST HILL, WANDSWORTH, S.W.18.

BABY-CLOTHES

A COMPLETE HOME-MADE LAYETTE

Comprising 75 Guaranteed garments. Wool Carrying Shawl, Best Embroidered Robes, Robelike, Day and Afternoon Gowns, Longcloth or Flan. Nighties, All-Wool Knitted Matinee Coats, Wrapper Vests, and Binders, Long Back Flannelette Barras or Beds, Pilches, Swathes, Large Turk Napkins, Bibs, etc. A genuine bargain. Purchasers state: "Materials alone would cost them more." Thousands of testimonials received. POST 2s. now for parcel on approval to a mother. 15 years' experience. (Cash or Terms.) Mrs J. B. HOWARD, 66, Dover Rose, Portsmouth.

FLOOR COVERING 12 SQ. FT. 15/-

The NEW DAMP & ROTPROOF FELT BASE

Beautiful Enamel Finish Linoleum Effects. Suitable for all Floors, Tile, Turkey, Floral, Bedroom and Parquetry designs. Lies flat, requires no fastening. All rolls two yards wide. FREE SAMPLES of many beautiful designs in colour on receipt of a card.

J. ROLLS & CO., 86, Gray's Inn Rd., London, W.C.

WHAT SHED YOU NEED? from 12/- Per Month Per'd. 1st Payment

For storing Cycles, Prams, Coals, Household Goods, etc. Prompt despatch. Carriage Paid to your station in 6 strong, easily moulded, related sections. Tools supplied. Floors extra.

	Cash	or 6 payments of	or 12
6ft. by 4ft.	£3 : 9 : 6	12/2	6/5
6ft. by 6ft.	£3 : 17 : 6	13/7	7/2
8ft. by 6ft.	£4 : 18 : 0	17/3	9/-

CATALOGUE OF PORTABLE BUILDINGS FREE. W. SUTCLIFFE LTD., 82 Wood Top ... London Showrooms, 6-8, Oxford St.

MORE POSTAL BARGAIN OFFERS appear on PAGE 35

17,000 Yds. SALE

1D CASEMENT CURTAINING & CRETONNE SALE

P. C. BRINGS PATTERN BOOK POST FREE Actual Samples of all kinds

FROM 3D PER YARD

CASEMENT Mfg. Co. (Dept. J.B.), Alum St. Mills, MANCHESTER

CRETONNES 6d. FADELESS CASEMENT 4 3/4D

STROPS TEN BLADES AT ONCE

The most practical invention since the safety razor itself, the "Multi-Blade" Stropper actually strops 1 to 10 Blades at once. The shaver's greatest time and money saver. No daily stropping, no new blades to buy. Puts new edge on old blades and super edge on new ones.

For Gillette Pattblades

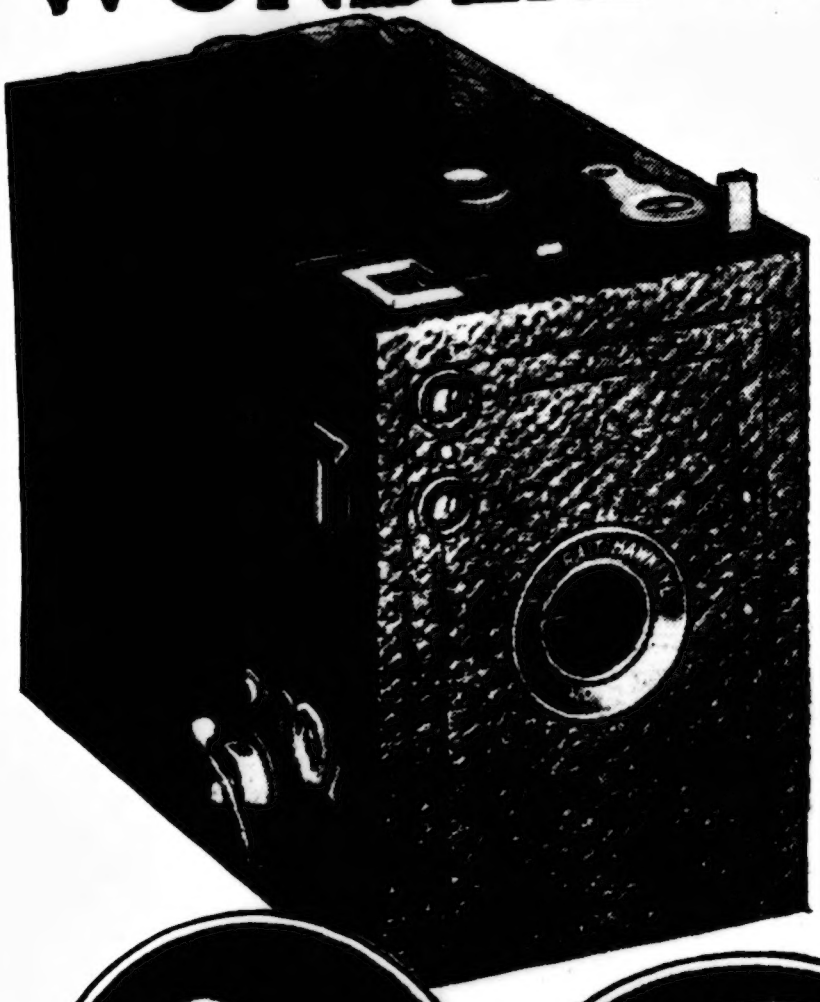
A few turns of the handle gives 20 keen edges, sturdily made of cast steel, well finished. Will last a lifetime. Satisfaction or money back.

A. E. ROBINSON & CO., Dept. J.B.), Elm Avenue, New Milton, Hants.

5/6

Postage 4d.

WONDERFUL NEW CAMERA



With the PORTRAIT *and* SNAPSHOT ATTACHMENT

Here's a splendid offer of a camera complete with additional portrait attachment, made in England by Kodak Ltd. It will take both PORTRAITS and SNAPSHOTS. Start saving coupons now and take it with you on your holidays—it's daylight loading, takes Kodak roll film No. 120 (size 3¼" x 2¼") and is fitted for time and instantaneous exposures, two viewfinders – a really first class gift for smokers of "Black Cat," the quality cigarettes.

"LONGSHOTS" "CLOSE-UPS"

GREAT NEW OFFER *for* 200 COUPONS

KODAK-MADE PORTRAIT CAMERA
MADE IN ENGLAND

Black Cat
VIRGINIA CIGARETTES
10 *for* 6D 20 *for* 1/-

★ *Only a good gift—with a good name is good enough for a good cigarette*

5 FREE COUPONS

FIVE FREE COUPONS

(Dept. 8) Gift Dept., CARRERAS LTD., Hampstead Road, London, N.W.1.
Please send me Free Gift Catalogue and Five Free Coupons.

Name _____

Address _____

Only One of these signed Coupons accepted.

JOHN BULL
Lane Acre, London, W.C.2.
Telephone: Temple Bar 2469.
Telegrams: Heroically, London.

JOHN BULL

For the People— —the Right to Justice and Truth

THURSDAY,
for Week ending Saturday, May 10, 1930. Twopence.
Registered at the G.P.O. as a Newspaper. Postage: Inland and Canada, ½d.; all other parts of the world, 1½d.

"If you see it in 'John Bull,' it is so"

WE trust that the powers of the new Consumers' Council will be tightened up in some very vital respects before they become law.

The proposed maximum penalties for profiteering—for a first offence £5, and for a subsequent offence £10, with imprisonment not exceeding three months—are grotesquely mild when we remember that the profiteers rob the people of millions a week.

• • •

At the same time, it is proposed to penalise mere breaches of secrecy by officials and others with fines up to £500 and imprisonment up to two years, or both. The penalties should be the other way round.

None the less, we welcome the Board of Trade move to deal with the profiteers, and may Mr. William Graham have a speedy and safe passage for his Bill.

Cuckoo!

It is odd how politicians go to work on the assumption that all the rest of us are half-witted.

Labour and Liberal spokesmen still refer to "official" and scornful contradictions of the wicked stories alleging a "understanding, bargain or agreement" between the two Parties in Parliament.

They do it almost every day—like cuckoo-clocks.

As everyone knows all real Liberal opposition has been withdrawn to Government measures; and that Lloyd George's criticisms of the Budget are not really meant to do any harm.

We would not think politicians could be so silly. But they are.

Foreign drain

While British industry is struggling for new capital, the big financial houses are combining to help foreign countries to raise money in London.

More than £23,250,000 of British capital has been sent abroad during the first four months of this year alone, with more millions now to go.

The reason?—foreign loans are more easily profitable.

The Bank of England should prevent foreign loans for a while at least. If that does not prove sufficient, the Government should ban such loans until British industry has enough for reorganisation.

Postman's knock

Under the Budget, the Post Office is expected this year to show a profit of £3,000,000.

That sum is to be handed over by the Postmaster-General to the Chancellor of the Exchequer for ordinary revenue purposes.

Meanwhile, thousands of the postal workers are drawing poverty-line wages. Permanent-staff men are badly underpaid, and temporary men are having to work in many cases, for wages of 30s a week.

And then the P.M.G. wonders why postmen pilfer!

It's somebody good

People who recently cursed the Government for rendering 150,000 more unemployed eligible for the "dole" will shortly have a pleasant surprise.

A Feather to Fight a Giant!

P.O. Profits—and Poverty

Saved from Soviet

These 150,000 have been transferred from the Poor Law—that is, from the ratepayers—to the Unemployment Insurance Fund, which is contributed to by three parties—the workers, the employers and the Exchequer.

In some towns the effect will be to reduce the rates by several shillings in the pound.

Let's hope not

It is very doubtful if the intrepid Duchess of Bedford will adhere to her decision to give up her wonderful long-distance flights.

By retaining the services of Captain Barnard at £1,000 a year, she not only encourages other wealthy folk to follow her example and keep other great pilots in their business, but she also provides flying experience of untold value for such men.

Apart from the shortage of British machines for long-distance passenger-flying, there are not too many pilots with the experience of long-distance work.

Family party

Before long Mr. Lloyd George may hold a unique distinction in the House of Commons. Two sons and a daughter may sit there with him.

"Didn't care a fig for politics"

After publicly stating some years ago that he didn't care a fig for politics and taking up an engineering career, Major Richard Lloyd George is now relinquishing his work to stand for Parliament.

He is to stand as Liberal Member for the Woodbridge Division of Suffolk, which has formerly been a strong Conservative seat.

The major is Mr. Lloyd George's eldest son, and he served with distinction in the Royal Engineers during the war.

A sporting hope

The present Stewards of the Jockey Club—the Earl of Rosebery, the Marquis of Zetland, and the Earl of Harewood—are all so comparatively young that supporters of the Turf are looking forward confidently to better days.

• • •

In the past the Jockey Club—and that means the Turf as a whole—has been so dominated by veterans that all reform has been looked at very unfavourably.

"Younger Jockey Club Stewards—better days." The Earl of Rosebery

A start might be made by tackling the idea of better accommodation for the public.

No firing-party

We congratulate the Home Secretary on the strong stand he has taken in permitting the dismissed Russian employees of Arcos to remain in this country.

They might have been taken home and shot.

• • •

Sir Wyndham Childs' prediction in JOHN BULL that the Soviet citizens should find no difficulty in obtaining employment here has proved accurate.

With one possible exception, none of the Soviet citizens are on the British labour market. The majority are in business on their own account.

May they prove useful and grateful citizens.

Talkie fiasco

British films are in for another bad year. Seventy Feature films were produced in Great Britain in 1928; last year thirty-eight were produced. This year the total is expected to be even less.

At the present moment America is buying up the film rights of our successful stage-plays so rapidly that it is almost impossible for our film industry to secure a suitable plot.

Co-operation between our stage and film companies is the only remedy.

As you were

The ink was hardly dry on the signatures to the Naval Disarmament agreement when Italy announced her intention of building within the next eight months one cruiser, two scout-cruisers, four destroyers, and twenty-two submarines.

These are in addition to the programme already entered on, and are a further step towards achieving parity with France. And France won't take it lying down, we may depend.

• • •

Meanwhile, aeroplane construction is forging ahead in all countries, which means that peace is as far away as ever, in spite of the conference.

Down to brass tacks

The chief point at issue in the Anglo-Egyptian negotiations is the Suez Canal.

Britain has invested millions of public money in the Canal company, but it remains nominally an Egyptian concern, functioning under French laws and having its headquarters in Paris.

• • •

These anomalies in the company's constitution must be removed.

The Canal is of vital importance to the British Empire and its headquarters should be in London.

Rip Van Winkle board

The various Ministries of State have, and need, the assistance of advisory councils.

The Board of Trade, whose President, Mr. William Graham, has handled tasks of such magnitude as the Coal Bill, is nominally one of these councils.

• • •

But nobody knows when the Board of Trade last met or what it has done to "further trade and foreign plantations," as its ancient charter puts it.

Most of its members are dead, and prominent among the supposed arbiters of trade is the Archbishop of Canterbury.

Heads I win——

When will the big banks be prepared to pass on the benefit of the lower bank rate to their customers?

At present, although the bank rate is down to 3 per cent. and the interest the banks pay on deposit is down to 1 per cent., they are still charging 5 per cent. interest on all loans, as when the bank rate was 4 per cent.

• • •

To obtain money at 1 per cent. and lend it out again at 5 per cent. may be a banker's ideal of financial paradise, but it is not the way to help trade.

The banks must forgo such large profits for the time being.

A double cruelty

Far too many reports reach us regarding attempts by employment exchange managers to provide sweating employers with unemployed workers.

We are laying before the Minister of Labour the atrocious case of John Lee, a miner, who came to Essex in his search for work.

He was sent by the exchange to a firm which agreed to engage him on wages sixpence per hour less than the local rate.

• • •

Lee went back to the exchange to protest, and was told that by refusing the job he forfeited all claim to unemployment benefit.

He came to us destitute, but was helped by our "Greatest of These——" Fund.

If You See It—*continued*

For British engineers

The Soviet Trade Commissioner in Great Britain states that he is now negotiating here between £15,000,000 and £20,000,000 worth of orders—chiefly for heavy machinery.

As we foreshadowed some months ago, the services of British engineers and technicians will be retained for the erection and maintenance of the plant in Russia.

For less valuable installations purchased last year in America over six hundred American engineers were employed.

P.M.G. please note

Between 1913 and 1928, according to the latest figures, the number of Post Office Savings Bank depositors rose from eight to just over nine millions, and the average holdings increased from £20 1s. 3d. to £29 8s. 4d.

Yet these figures indicate a decided decline in real savings when the value of the pound compared with the pre-war figure is reckoned.

If the Postmaster-General would raise interest rates to a respectable level he could save many more millions from the clutches of the bucketeers, and turn an honest penny for the taxpayer into the bargain.

Welfare—or farewell

The Lord Mayor's Fund is finished and there is still acute distress in many of the mining areas.

When the new Coal Mines Bill becomes law unemployment may be increased in some places.

Yet at this moment there is an unexpended balance of close on £2,500,000 to the credit of the Miners' Welfare Fund.

In the ordinary course of events, this money would be spent on the further provision of pit-head baths and other useful amenities.

The pressing needs of colliery villages should come first.

Sunday stubble

The Bill promoted by Mr. James Stewart, the hairdresser M.P., for closing all barbers' shops on Sundays—with the exception of Jewish shops, to be closed on Saturdays—is to come up for third reading in the House of Commons next week.

All its committee stages have been completed, without the deletion of any of the restrictive provisions which appeared in the original draft of the Bill.

The piquant feature of this Labour-sponsored attack on Sunday haircuts is the fact that workmen make up the bulk of the barbers' Sunday custom.

Ask us!

From the never-ending stream of enquiries flowing into this office, it is clear that thousands of ex-Service men and dependants of deceased soldiers are entirely ignorant of their rights.

Transfers of dependency pensions to the surviving parent on the death of the other, education grants, constant attendance allowances, and increased pensions to certain limbless men who suffered amputations before September 3, 1919, are, in many cases, still admissible.

We maintain a special department to deal with pensions enquiries. When in doubt, don't hesitate to make use of it.

Housing muddle

After ten years of reckless spending on house-building, hardly any local authority of a large district knows the actual number of new buildings required or the rents which tenants can pay.

In some districts the information is based on the number of applications made to the various authorities for council houses, and names are often counted more than once.

Sub-letting in new houses is alarmingly heavy owing to high rents. Aberdeen has a successful scheme for houses of two rooms at a low rental. Other local authorities should examine their plans.

Separators

Take separation cases out of the criminal work of the police-courts and have them heard before an experienced adviser-magistrate.

"What about a clause—?"

We are glad to announce that Mr. Harry Snell, M.P., proposes to put his Matrimonial Causes Bill again before the Commons shortly.

Dread of the police-court drives away countless thousands of decent people who are living in matrimonial misery.

And what about a clause in the Bill to stop young women marrying solely to get support through a separation-order?

Woman's hour of peril

It is astonishing that at the inquest in Exmouth on Mrs. Dorothy Louise Carder a more severe censure was not passed on Dr. George Francis Clegg Walker.

He was consulted by Mrs. Carder before her confinement, and said he thought she would not need him, but he would come if he was sent for.

• • •

There were complications, and he was sent for—twice—and refused to come.

The husband stood pleading in the night, with Walker in bed talking to him down the speaking-tube.

When another doctor was got by the midwife an hour and a half had been wasted, and the woman was dying.

Surely the British Medical Council will take notice of this.

The end of the run

And so they have caught the "Marauder in the Green Car"

This fellow—Maurice Holloway, alias Maurice S. Toy, alias N. A. Volves, etc.—was exposed in the issue of JOHN BULL which was on sale on Thursday, April 17. The same day he was arrested and charged at Windsor.

You will remember that his pleasant custom was to put up at a hotel, "lose his wallet," and pass a worthless cheque—with other such diversions.

He was sentenced to six months' hard, and the Chief Constable alluded in the course of his evidence to our exposure.

How helpful!

Handcross, in Sussex, on the London-Brighton road, has been the scene of so many fatal motoring accidents that the local authorities are proposing to erect a mortuary there.

Since they have the money for this pessimistic proposal, it seems a pity they have not the wit to expend it on preventive measures that would make a mortuary unnecessary.

Women last

One result of the Indian boycott of British textiles is an increase of 128,000 in the number of our women unemployed. This has focused Mr. Thomas' attention on the Central Committee on Women's Work.

Its training scheme, limited as it is to domestic service only, is judged inadequate, and some extension of the committee's sphere of influence is soon to be made.

It is a pity that adequate provision had to await such a grave incentive to action.

Sheer irony

Although it was known that 130 sacks of mails were on board the s.s. *Sunniva* at the time that steamer was wrecked on Mousa Island, Shetland, no attempt was made to salve them, neither was any reward offered to local fishermen to attempt to recover them.

Four bags washed ashore; the contents of three of the bags were alleged to have been reduced to pulp.

The fourth bag was full of income-tax demand notes, which were not reduced to pulp. On the contrary, these notes were dried and delivered.

Cowardly way out

A recent case suggests that some members of the public, travelling by 'bus or tram, often with no wish to be dishonest, play a very mean part toward the conductor.

When the inspector asks for the ticket, and it can't be found, there is a tendency to say that when payment was made no ticket was given.

This is not only untrue, but it is something like a charge of embezzlement against the conductor, who will possibly get the sack, and may conceivably be prosecuted.

Factory afloat

Another shipbuilding triumph is recorded for Britain. Tyneside shipyard-workers completed the construction of the whaler-factory ship *Tafelburg* in ten months.

This vessel, of 15,500 tons, has a centre slipway to haul whales to the upper decks of the factory, where they are cut up by machinery before being scientifically treated for the extraction of oil and other products.

The new ship has been built for the Kergulen Whaling and Sealing Company, Cape Town. Except that she is afloat, there is little to distinguish her interior from a great factory on shore.

Pickings and leavings

It now transpires that Debenham and Hall, Ltd., the Chancery Lane bucket-shop against which we repeatedly warned our readers, has liabilities of £38,354, almost entirely in respect of shares bought and paid for, but not delivered.

Against these pickings of Alfred Wright, who controlled the concern and conveniently disappeared shortly before the winding-up order was made, his leavings in the way of assets are valued at the trumpery figure of £151.

Others will follow

Those cities which are keen to establish municipal savings banks had better seize the favourable opportunity presented to them in the present Parliament.

His support clears the way

Cardiff has just obtained permission to set up a municipal bank.

Municipal banks encourage saving by poor people in a most remarkway, and, under proper control, as in Birmingham, they deserve encouragement.

Mr. Neville Chamberlain, one of the initiators of the Birmingham bank, supports the scheme strongly, and so disarms much Conservative criticism that might arise.

Impudent

We exposed last week the sharp practices of the adventurer now calling himself Cosmo Leon Kendal, of the "International Business Bureaux."

The words "Moreton Kendal Chemical Company" were displayed on the office door of this bogus concern in Grand Buildings, Trafalgar Square.

There is, we find, at Teddington, Middlesex, a most reputable firm of research chemists named the Moreton Chemical Company, which has wedded to his own name Kendal without the slightest authority.

Incidentally, he had ordered £[illegible] worth of goods from the Moreton Chemical Company, and cleverly attempted to obtain them without payment. Happily he did not succeed.

Physical straining

What is the strength of Strength, New York paper? And what guarantee to verify its advertisements?

We suggest that it should make enquiries about the Brettwart Institute of Physical Culture, 31[illegible] 14th Street, New York, and that the Chief of Police might help.

It offers a course of [illegible] apparatus for ten dollars, which Bradford reader sent, and got sheets of instructions, but no apparatus.

A letter of complaint elicited a request for two dollars for carriage. That was in December. Still there's "nothing doing."

Not lost

Do you know "Tote" rule 27 states that money will not be refunded able on tickets that are [illegible] figured.

Sir Clement Hindley, chairman of the Betting Control Board, keeps to it

It makes [illegible] in the excitement of [illegible] lowing the race, scores [illegible] their tickets, [illegible] their winnings [illegible] from them this rule.

How [illegible] hard this rule may [illegible] to the [illegible] who have written [illegible] we can [illegible] in many [illegible] their money [illegible] of [illegible] this rule.

The worse offence

An accessory is often worse than the principal in a crime.

The Bow Street magistrate recognised this when an Aerated Bread waitress was charged with forging pay-vouchers, and Roy Kendrick, a professional [illegible], was charged with aiding and abetting her.

Kendrick induced the girl to meet him with meals costing 5s. 6d. and charge him only 5s.

What a sport! Very properly the magistrate fined him and put the girl on probation.

Underground Garratts

Frank Edward Garratt, his twenty-two-year-old [illegible], his eighteen-year-old [illegible] and a baby, live in a [illegible] 11 ft. by 9 ft. high, below [illegible] at 27, Sigismund Street, [illegible] Lane, Greenwich.

Frank and Fred sleep [illegible] the others on the bed.

Since the house was [illegible] 1922, the Garratts have tried to get a council house, or [illegible].

The other tenants are [illegible]. Garratts are alone in a house [illegible] tiles, with the ceiling [illegible] papers hanging from the walls and damp like a miasma.

Frank has been fined [illegible]. But where is he to go?

Mind you, they are [illegible] people. But all the authorities can is to shrug their shoulders.

A. A. BAUMANN *calls it—*

Our HEN-RUN *State*

A TORY of Tories and the most vigorous writer in the movement, Mr. A. A. Baumann is not only a student of politics, but has been in Parliament. He has wide financial experience. His views, which we do not necessarily endorse, are always striking

IT is now established that there are fifteen million female electors, against thirteen million males. That is to say, that the balance of political power has been transferred to the morally, mentally, and physically weaker of the two sexes.

It is a grave peril, and we owe it to the Conservative leaders.

In modern times, when the children of the masses are removed from parental influence at a very early age, it is no exaggeration to say that the trustees of posterity are the teachers of both sexes in the primary and secondary national schools.

It is of supreme importance that this function should not be appropriated by the she-men, where there is a noticeable difference in the character of a boy who has been brought up by women.

THAT is why the two following resolutions put to the annual conference of the National Association of Schoolmasters at Manchester are so significant:

"That this Conference directs attention to the efforts of the feminists to capture the national system of this country as being one of the surest and speediest methods of securing the reversion to a primitive matriarchal civilisation."

"That this Conference opposes the selection of the educational field as a battle-ground for feminists in their attempts to secure political domination."

My entire sympathy is with the schoolmasters; but I must remind them that the politicians have already given the game away.

The tyranny of women is nowhere more oppressive than in the Press and in fictional literature.

Women keep the drapers, and the drapers keep the Press. That is why all the space that can be spared from "sport"—boxing, filming, and football—is devoted to the "Home Page" and other feminine topics, only a tiny corner being reserved for so masculine an interest as politics.

That is why we are deluged with sex novels, nine out of ten written by women, totally ignorant of the world, and occasionally stuffed with obstetrical details.

AND over the House of Commons the taint of effeminacy is creeping. There was as much fuss made by the Press over the maiden speech of Miss Lloyd George as if a budding Prime Minister had appeared, the reporter not forgetting to tell us that the young lady "blushed" at the compliments paid her, well deserved as they were.

Then there are the jokes about "matrimonial conjunction" with the Minister of Labour and "kissing the rod," and so on, and so forth.

Miss Rathbone is, I take it, one of the most indefatigable of the new stateswomen. In her speech on the Budget I find the following half-threat and half-promise:

"If the Labour Government were in earnest and had the courage of their election promises they would find the means of taxing the luxuries of the poor and the rich so as to do more for the children of the country.

"Courage of that sort shown by the Government might not find favour with the men of the electorate, but the women at least would rise up and call the Government blessed."

This is the first sign of the formation of a women-and-children Party, of the organisation of the female as opposed to the male electorate.

The votes of fifteen million women will not be despised by the modern M.P., and Miss Rathbone is one of the ablest organisers of her sex, who are cleverer at that job than men.

Not content with the absurdity of dressing up the monthly nurse as a policeman—and if the police do not stand for brute force they are an anachronism—we are to have nursery politics in the House of Commons.

"Miss Rathbone is one of the ablest organisers of her sex." Above: a tiny Kanakan (Cochin) child-wife has four strapping husbands. Later she will rule with a rod of iron

We heard enough about "mother's milk" at the last election. Let's have no more of it.

If the women set to work in earnest, and answer Miss Rathbone's call, there will be not eight, but eighty, or even double that number, of female members in future Parliaments.

Can anybody honestly say that the eight women who have been elected to the House of Commons do their job better than, or as well as, us men of equal intellectual calibre?

The peeresses have no right to be there at all, as they are not legally commoners.

I agree with Dr. Johnson that "a woman's preaching is like a dog's walking on his hind-legs. It is not done well; but you are surprised to find it done at all." And most women's speeches are preaching.

Queen Victoria is nearer our own time, and her opinion on the subject of female politicians is worth quoting.

In 1870 she wrote to Mr., afterwards Sir, Theodore Martin: "The Queen is most anxious to enlist everyone who can speak or write to join in checking this mad, wicked folly of 'women's rights' with all its attendant horrors, on which her poor feeble sex is bent, forgetting every sense of womanly feeling and propriety. Lady —— ought to get a good whipping.

"It is a subject which makes the Queen so furious that she cannot contain herself. God created men and women different—then let them remain each in their own position."

BRAVO, Queen Victoria! who, it is admitted, was the whole and rounded type of British womanhood.

England deserves its ridiculous and dangerous foreign policy, its abandonment of naval supremacy, and its mounting pauperisation, because her men have surrendered their right of initiation.

Politics in these days are so oppressed by economics that the science of the two is practically indistinguishable. It is therefore necessary to consider the predominant female as an economic animal.

The invasion of the labour market by women has been exaggerated except in the case of clerical and shop work, where the displacement of men is formidable.

When I ring up a stockbroker to ask the price of Nickels or Courtaulds, I am often answered in a shrill soprano instead of the hoarse baritone of former days.

But women cannot be blamed for seeking economic independence when men are so reluctant to marry them, and, when they do so, won't take the trouble to provide them with a competent domestic service.

Of all forms of female despotism the one which causes the most widespread misery and is the hardest to bear—it is no consolation to know that it is as bad in America—is the selfishness, incompetence, and rudeness of the female domestic.

This is partly due to the opening of other wage-earning work; partly to Mr. Baldwin's franchise; partly to silly peeresses, who write to the papers about the grievances of servants they have never seen; and very much to the registry-offices.

There are some evils which, as Aristotle said, "want the stick." This is one of them.

ONE of the chief dangers to our national trade is the excess of imports of manufactured luxuries over the exports of our basic industries.

To this result it must be said that the main contributors are women, who are largely what economists call unproductive consumers.

Of the main issue before the country, Protection or Free Trade, I do not hesitate to say that the female voters are not competent judges.

This article is not so absurd a thing as an indictment of the larger part of the British race.

During the war our women behaved as nobly as our men. In the terrible episode of the general strike the Women's Legion helped to save *The Times*.

But unscrupulous politicians in search of voters, and feminist Ministers like Mr. Baldwin and Lord Brentford, have turned their heads, and forced them into a position for which they are temperamentally and intellectually unfitted—that of holding the balance of power in an Empire with many centuries of tradition woven into the fibre of its being.

C A N D I D C O M M U N I C A T I O N

HIS GAS LAMP *Lights the Way*

Truth about Beer—Kinema Sweaters
A Crack at the Croakers

Sir DAVID MILNE WATSON,
National Joint Industrial Gas Council

DEAR SIR DAVID,—It is with great satisfaction that I hear of the agreement signed by the members of your council to pay cash compensation to gas workers displaced by amalgamations, in proportion to their length of service.

Again and again I have pointed out that rationalisation as at present proposed means the wholesale increase of unemployment, and, incidentally, the wholesale decrease of purchasing power.

You have taken a first step in the right direction by recognising that those who have helped to build up a business must not be callously thrown on the scrap-heap. If other industries follow your lead even more can be done.

The vital need is to diminish the number of hours of labour instead of decreasing the staff.

JOHN BULL.

Sir MICHAEL SADLER, C.B.,
University College, Oxford

DEAR MASTER,—I cannot say that I am greatly impressed by your scheme for a three months' intensive course of business-training for young men leaving public schools and universities.

Apparently they are to be taught the importance of regular office-hours and the undesirability of turning up to business in flannel bags.

I have more regard for the sensible advice of aged Sir Arthur Holbrook, who told young men last week that the way to succeed is to start as office-boys, make up their minds to become principals, never give up the idea, and get there. JOHN BULL.

The Rt. Hon. J. R. MACDONALD,
10, Downing Street, London, S.W.

DEAR PREMIER,—Do not pay any attention to the committee report urging that colonial governors should be chosen from among the high officers of the colonial services.

The governor should not be a bureaucrat, and he should come from outside the colony, with a fresh, impartial point of view.

Equally bad is this attempt of Mr. Scullin, which may be repeated in Australia or elsewhere, to secure for a Dominion Government the right to nominate its Governor-General.

That is the prerogative of the King, and the Governor-General is his proxy. The King's proxies are the links of Empire.

JOHN BULL.

Sir EDGAR SANDERS,
Batchworth Hill, Rickmansworth

DEAR SIR EDGAR,—You are quite right. As you told the Liquor Commission, the price of beer *is* excessive, and that is unfair to the working man.

It was particularly good to hear the former manager of the Carlisle State Management area say that.

Beer should be taxed more lightly. And, I suggest, adulteration should be severely punished.

JOHN BULL.

The CHILDREN,
Wales

DEAR CHILDREN,—Your annual broadcast takes place on May 18, "Good-will Day."

It is a fine idea, and I hope the children of many other nations will listen-in.

Your proclamation of peace upon earth towards men of good-will is the spirit which will do more to remove the menace of war than a hundred conferences of possibly belligerent Powers.

You attack the *will to war*, and it is the will to war that breeds armaments.

JOHN BULL.

The BOARD OF GUARDIANS,
Watford, Herts

GENTLEMEN,—Let me congratulate you on allowing your elderly inmates to play cards on a Sunday. It would have been a cruel folly to have barred their one means of pleasure.

The straitlaced members of the committee who opposed this concession ought to spend a few Sabbaths in the workhouse. JOHN BULL.

The Rt. Hon. LORD SANKEY,
Lord Chancellor

MY DEAR LORD CHANCELLOR,—When you broke silence in the House of Lords it was with some real purpose.

I have always admired your high integrity, and while I do not endorse all your views, it was refreshing to hear your slashing attack on the croakers and defeatists.

What I liked more was your declaration that the country wants a great ethical revival in industry and throughout society.

Emphatically you are right. Would that others would sound the same high note.

JOHN BULL.

The Rt. Hon. LORD THOMSON,
Secretary for Air

DEAR LORD THOMSON,—Whatever good purpose may be served by the performance of acrobatics over aerodromes on special public occasions, there can be no justification for aimless stunting over crowded cities.

The limit was reached recently when an airman amused himself by giving an exhibition of crazy flying over the congested shopping area in the West End of London.

There are regulations to prevent this sort of thing. Please see that they are enforced.

JOHN BULL.

The Rt. Hon. M. BONDFIELD,
Minister of Labour

DEAR MADAM,—When you bring in your Hours of Industrial Employment Bill I do sincerely trust that you will not forget the kinema-operator and other workers in that industry.

They work from sixty-six to seventy-two hours a week, with never a half-day, or even a night off, and without extra pay for additional matinees or for Sunday rehearsals.

This would anyhow be bad. But, considering the close confinement, the monotony and the sweating rates of pay, it is monstrous.

JOHN BULL.

Dr. W. H. DAVIDSON,
Birmingham Coroner

DEAR SIR,—Your hope that expectant mothers will not be deterred from entering maternity-homes because of the recent incident at Selly Oak Infirmary is wildly optimistic.

It was proved that the staff is inadequate to deal with emergencies and that, through neglect, Mrs. Elsie M. Craggs was *alone in the dark* when her child was born—only to die four hours later.

A great authority said the other day that it was better for a mother to have her child born in the worst home than in the best institution, unless an operation was necessary.

And infirmaries like Selly Oak are best left alone.

JOHN BULL.

P.C. ALBERT DENTON,
Paddington Hospital, London, W.

DEAR DENTON,—In the ordinary way there is not much glory in being knocked out by a motor-car.

You may find consolation, however, in the reflection that you were hurt in the performance of a gallant duty.

You were stationed near the Harrow Road to protect children crossing the street.

Stepping into the road to save some youngsters of darting out you were struck in the back yourself and knocked flat.

JOHN BULL.

STRAIGHT *from the Shoulder*

SIR HENRY DICKENS, K.C. (eighty-two): "Sixty-nine! What does it mean, young man!"

For the Bench, perhaps. What are the jobs where a man is sixty-nine and forty"?

• • •

LORD MELCHETT: "In spite of Mr. Snowden's Budget we are really more prosperous than we think."

What a consolation for the unemployed!

• • •

RAMSAY MACDONALD: "We are learning far too much about material things."

Hungry men do run about.

• • •

SIR CHARLES TREVELYAN: "We are beginning to know the worth of drama."

By going to the films?

Not from the B.B.C.—Mr. A. Noyes' Five-Minute Talk on—

GRAB *while the* GRABBING'S GOOD!

MY name is A. Noyes,
I'm one of the boys,
And a very big Noyes am I.
When I need my head
The price of your bread
Goes soaring toward the sky.

When I fix a scale,
Though the Press may wail,
They know what *I* say will go.
For the stuff we bake,
The consumers' cake,
And our profits—they all are "dough."

What, I ask you, could be fairer? You want our dough and we want yours, and if we both get what we want, everybody ought to be happy.

As Lord High Cockalorum of the Master Bakers' Protection Society, I have tried to make the world a place fit for bakers to live in, but time after time the Food Council has endeavoured to thwart my efforts.

In fact, they have made it plain that they regard me as a most unseemly Noyes which should be suppressed.

They complain that when there is a fall in the price of flour bread prices do not come down quickly enough, and that when they go up they stay up for too long.

The result, so they assert, is that for fifty-three out of the first ninety-six days of the present year the bakers have been charging ½d. per 4 lb. above the council's scale.

Well, the Food Council's criticism may make interesting reading, but it doesn't interest us; for the bakers, in Star Chamber assembled, have fixed their own scale.

Some people, I am aware, think that in this connection the word "scale" is singularly appropriate, as enforcement of the new price-list throughout London would mean an addition of between £300,000 and £400,000 to housewives' bread bills.

Well, what of it? When Marie Antoinette was told that the Paris populace were angry because they [illegible] bread, she wanted to [illegible] didn't eat cake. I am [illegible] as this.

I know that whatever [illegible] without they must have [illegible] places me and my [illegible] happy position of being [illegible] staff of life as a cudgel [illegible] browbeat the consumer.

This I find a very [illegible] when not indulging in [illegible] deal of pleasure out of [illegible] Council in its seat of [illegible]

This is why, when [illegible] what my society intends [illegible] the council's latest report [illegible] we would not be [illegible] week.

That's the sort of [illegible] Later I may have to [illegible] meanwhile:

I've gotter a motter:
"Grab while the grab[illegible]
For the Government [illegible]
Prices or otherwise [illegible]
Until that time our [illegible]
one;
And so we say to ourselves we say,
"Bake 'em and break 'em and make
pay!
A small loaf and a dear one!

by A. G. GARDINER

A MAN who'll Never Die

Behind "B.P." for many years—Mr. Percy Winn Everett of the Home Command

"Wherever the winds of the world blow they flutter the tents of the Boy Scouts"

THE rumour current recently that Lord Baden-Powell contemplated retiring from the office of Chief Scout of the famous movement of which he is the founder and been throughout the chief inspira- seems happily without founda-

The concern caused by the rumour d nothing to do with fear as to the re of the Boy Scout movement. t is now assured beyond any pos- ity of challenge.

The seed sown in the small camp at wnsea Island in Poole Harbour in has grown to an organisation that spreads the earth from Fiji to laya and from Jamaica to ylon.

Wherever the winds of the world w they flutter the tents of the Boy uts and fan the embers of their mp fires.

No event in this amazing century s been of greater significance or, I nk, of greater hope than the rise this great organisation, for it con- s within it the very essence of a w world society.

It began as a purely British move- nt, and it may be doubted whether den-Powell when he assembled his le band of twenty-two young ciples at Brownsea Island had any ion of the vast thing he was doing. It would have been so easy for the to become narrow and national- , military and even Jingo, and whatever its numerical success, ld have destroyed its spiritual e.

Militarist suspicion

I confess that I was among those o watched its beginnings with dis- t.

I did not know Baden-Powell per- ally, and, prejudiced by the ories of "Mafficking," I suspected militarism and Imperialism, er than the cultivation of world ership, were his objectives.

It was not an unreasonable sus- ion, but I rejoice that it was a mis- suspicion, and that to-day we cognise in Baden-Powell the author e of the greatest civilising move- ts in the modern world.

His reward is the expansion of that vement beyond his wildest dreams. His idea has seized the imagination the world, and the Boy Scout is almost as familiar a sight in ce and Spain, in the United States Germany as he is in Bermondsey or New Zealand, Trinidad or Hong Kong.

At the World Jamboree at Arrowe Park no fewer than thirty-four foreign countries were represented by splendid contingents of Scouts, the largest, that of France, numbering 2,350.

And though Britain and her Dominions still hold the relative lead in the movement with something approaching three-quarters of a million of Boy Scouts, the rest of the world greatly outnumbers the British register in total numbers.

This is a very great achievement. It may in the future stand as the most important contribution made in our time by any single man to the solution of the problems of society.

Going to the devil

It came at a period of crisis in world history. Even before the war the restraint and discipline that had held society together in the past were weakening.

The Church was fast losing the power it had exercised as the moral police.

The gospel of self-expression—"every man for himself and the devil take the hindmost"—displaced the old ideas of obedience and social duty, and under the influence of this heady wine of freedom the new generation seemed in danger of going to the devil.

Against this peril the Boy Scout movement has set up a priceless, one might say a providential, counter-motive.

And in all I say about the Boy Scouts I include inferentially the companion movement of the Girl Guides, which is doing an equally valuable service to society.

In its symbolism the Scout idea was as much a stroke of genius as that of the Salvation Army. Baden-Powell realised that if he was to make an effective appeal to the mind of youth he must touch its imagination and its love of romance.

The passion for the wild is native to every healthy-minded boy, and in investing his movement with the atmosphere of the backwoods, Baden-Powell was as truly inspired as General Booth was in conceiving a physical war with the devil.

But behind the romantic setting of the movement there developed a philosophy of conduct and discipline. Two ideas, superficially hostile, but equally necessary to the formation of character, were encouraged.

The first was the idea of personal independence. The boy was taught to rely on himself and on his own initiative, and to be brave and self-sufficient in danger.

But side by side with this self-expression and self-dependence, he was trained in the arts of social conduct.

He was to speak the truth, to act justly, and to let no day pass without some deed of helpfulness, which recognised that he did not live to himself alone, but owed something to the society of which he was a member.

The movement might have become the instrument of military motives.

Instead, it has stood for the humanities in the widest and most unsectarian sense. Its discipline is rigorous, but there is in it no touch of militarism.

The attitude of the organisation in this respect is summed up in the fact that it refused some years ago an annual sum of some £100,000 offered as a Government capitation grant.

It flies no political flag, knows nothing of Parties, and cultivates no narrow patriotism.

It is not too much to say that it was the forerunner of the League of Nations ideal, and has given a new orientation and a new order of ideas to the youth movement of the world.

The greatest problem facing the movement to-day is how to cope with its expansion. Last year's Jamboree has been responsible for a world-wide increase in Scouting and its ideals, and there seem no limits to the extension of the movement.

The difficulty involved in this fact is the shortage of scoutmasters, for although the boys are left to fend for themselves as much as possible, an unobtrusive oversight of their activities is essential.

I commend the work to all who have those gifts. They can perform no more fruitful or beneficent service to the world.

We all rejoice that Lord Baden-Powell is to remain at his post, for the inspiration of his name is of incalculable value. But it is equally gratifying to know that the future of the movement is no longer dependent on the glamour of his personality.

It is a matter of indifference whether, when he passes from the scene, a Chief Scout succeeds him or not. The title is a courtesy title and might well be confined to the founder of the movement.

Succession secured

As an institution, the Boy Scouts are administered under Royal Charter, by a council of which Lord Baden-Powell is chairman.

The succession is well secured, for there are associated with the Chief Scout many men of quite first-rate reputation and capacity.

Among them are the bluff and popular Sir Alfred Pickford, the Chief Development Commissioner; Lord Hampden, the Chief Commissioner, and Lt.-Col. Granville Walton, the son of Kipling's Bridge-Builder, who organised the great Jamboree.

Meanwhile, there is happily no vacancy. Long may it be so.

HOMELY WISDOM— —by CANON R. J. CAMPBELL

DON'T HURT!

A REALLY beautiful letter has reached me this Eastertide from a regular reader of JOHN BULL. I have seldom read a letter from a perfect stranger which has attracted me more; for every line of it reveals a brave, unselfish spirit.

The writer tells me a story of trouble undergone years ago which has left a permanent mark on the life of more than one person. It is a story of the cruel treachery of a loved and trusted friend, an act of dastardly betrayal, totally unexpected and almost unbelievable at the time.

The blow was a shattering one, and left bitter memories behind that were not easily got rid of; but after a while the principal victim of the injury managed to rise above all thoughts of recrimination and revenge, and even to think kindly of the perpetrator of the wrong.

The sentence in the letter that strikes me most is this: "I have learned more from this experience than from any I have had before or since. The greatest thing it has taught me is that we must never inflict pain upon anyone if we can possibly avoid it."

That is a fine thing to be able to say and, better still, to practise.

My unknown correspondent does practise it and has turned it into a rule of life—never to say a spiteful thing, or in a moment of anger to utter a wounding word or do a harsh deed that will never be forgotten.

There are some people who actually enjoy inflicting pain. They need no provocation; nor is it always in the pursuit of their own self-interest that they trample on other people's feelings. They hurt because they like hurting; they delight in inflicting pin-pricks on persons who have never harmed them.

This is an evil trait and much to be pitied; for such dispositions as these are shut off from the attainment of some of the most gracious things life has to offer.

But whatever the reason for wanting to rob another of joy, never give in to it unless love is your motive. It may be your unpleasant duty to warn a friend of danger to which he is exposed by his own fault, but it is a duty that seldom arises.

More often when we want to stab, it is because our own self-esteem has been ruffled.

Adhere firmly to the good rule: Never hurt anyone, not even an enemy, if you can possibly avoid it.

HOW TO GET RID OF A SHINY NOSE

PERMANENTLY

(By a Skin Specialist.)

No man likes to see a woman take out her powder puff and commence powdering her face at a Thé Dansant, to hide her shiny nose and other complexion defects. By blending a little mousse of cream with her face powder any woman can easily make her powder stay on all day. The mousse of cream causes the powder to cling to the skin in spite of heat, rainy weather or perspiration while dancing. Its continued use has a tonic effect on the skin and will soon banish a shiny nose permanently. The mousse of cream in Poudre Tokalon is scientifically blended in just the right proportion during the process of its manufacture. This is an exclusive and patented Tokalon process. Invisible on the skin, Poudre Tokalon gives a fresh, lovely, youthful complexion and has a faint fragrance which is alluring and fascinating. Three million women use this powder every morning. Women of England, France, Italy and America—the most lovely and beautiful women of the world now insist on having Poudre Tokalon. Get it to-day. It only costs 1/- a box. Compacts 1/3.

The Best Value.

The easiest way to get the most for every shilling you spend is to buy goods that you see advertised in JOHN BULL.

Only reliable firms are allowed to advertise in JOHN BULL, and readers need never hesitate to respond to them, for they are all of proved value and are covered by the JOHN BULL guarantee, which appears on page 29.

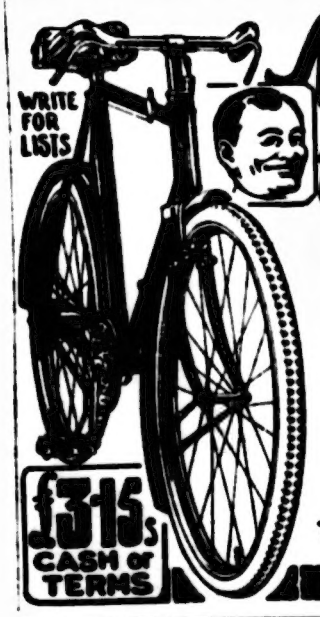
Of special importance in this issue is the attention of readers drawn to the following: Barry's Tailoring announcement on this page (free patterns are offered). A Free Booklet "Hints to Mothers" offered by "Steedman's Powders" on this page. Drage's Celebration Catalogue on p. 27 (a Free Catalogue can be obtained). £50 and other Cash Prizes for a Diploma Limerick on p. 27. A 14 days' Free Trial of Gibbs Shaving Cream and Shaving Soap on p. 31. Selfridge's Free Cycle List J.B. on p. 32. A Free Trial Box of Urace on p. 35. The Coupon in the Royal Enfield ad. on p. 34 will bring a Free Catalogue. Jay's Free Furnishing Catalogue on p. 2 (and the Coupon). Many other excellent offers are worthy of attention.

STEEDMAN'S

A fretful, feverish baby is a constant worry to its mother. Constipation—that most frequent cause of baby's ailments—can be quickly and effectively overcome with Steedman's Powders. Made especially for tender little systems—they gently and safely regulate the bowels and cool the blood. Write for our 'Hints to Mothers' booklet, it gives invaluable information and advice on every childish ailment

JOHN STEEDMAN & CO., 270N, Walworth Road, London, S.E.17

FOR CONSTIPATION



My Cycle Catalogue will save you Pounds

No matter what claims are made by others, my catalogue proves that I stand supreme for value and low prices. I am determined to maintain my **FORTY YEARS'** policy of supplying the finest cycles at the lowest prices known in this country. Between now and Whitsun I shall give accessories value **FIFTEEN SHILLINGS** with most of my cycles. Prove my statements by sending for a **FREE CATALOGUE. IT WILL POSITIVELY SAVE YOU POUNDS.**

Edwd O'Brien, Ltd
THE WORLD'S LARGEST CYCLE DEALER Dept. 3 COVENTRY

JACK HOBBS
(The Famous Cricketer)
Dressed by BARRY.

YOU COULD NOT EASILY PROCURE A SIMILAR QUALITY SUIT ELSEWHERE UNDER DOUBLE THE COST

SUIT MADE TO YOUR SPECIAL MEASURES from £2:2:0

THE FINEST VALUE EVER OFFERED IN TAILORING HISTORY.

If proof is needed as to the efficiency of the Barry Service, we give it right here.

OUR GUARANTEE. If for any reason whatsoever you do not approve the suit we shall produce for you, we will forfeit 2 6 more than the actual price paid for it by you. Here indeed is a guarantee unparalleled by any other Tailoring House in the World.

WHEREVER YOU RESIDE WE FIT YOU PERFECTLY. OUR SPECIAL SELF-MEASURE CHART IS UNFAILING.

SEND for FREE PATTERNS

A new, dazzling array of Tweeds, Worsted, Serges, Flannels, Homespuns, Vicunas, etc. Our new Spring Ranges are the finest ever assembled. Together with free patterns we send you handsome fashion brochure showing latest styles as also our unfailing self-measure chart.

CALL OR WRITE.

000 Guaranteed LONDON SHRUNK FLANNEL TROUSERS 12'9 TO MEASURE

The 'BARILAIN' INDIGO DYED London Shrunk 10OZ All Wool Two-Fold Worsted Yarn BLUE SERGE SUIT TO MEASURE £3:3:0

We forfeit 2/6 more than you pay if you do not approve the "MILITAIRE."

SIMPLY AMAZING VALUE

The BARRY "MILITAIRE"

(In Fashionable Putty-Shade)

A £4:4:0 ALL-WEATHER-COAT for 21/- POST PAID TO YOUR ADDRESS

The "MILITAIRE" is made in fine, reliable, super-spun Indiana Cloth, with storm-defiant "PARABAR" interproofing and elegant camel shade lining throughout.

Absolutely impervious to rain, sleet or hail.

Cut with full, ample skirt, deep storm collar. No dressier coat or more sportsmanlike coat was ever produced. Ideal in all climates. Must not be confused with the imitation leather coat. The Militaire is quite, quite different, and equally dressy in dry weather as in wet weather.

Or by "Cash on Delivery" System if preferred

Post us your remittance for 21/- for this ideal Coat, giving us your height and size round chest, over waistcoat.

S. A. BARRY & CO LTD.

(J.B. DEPT.) 26, CITY ROAD, LONDON, E.C.1.

OUR ONLY ADDRESS. WE HAVE NO BRANCHES.

Cultivate the habit of reading the advertisements in "John Bull" week by week. You will profit by it.

The guarantee appears in this issue on page 29.

Weekly Informations from
Sir Wyndham Childs

Crushed Victims of an Eldorado

£300,000 FIASCO

Sir Martin Conway: "I am really ashamed"

Col. Sherwood Kelly "issued a damning report"

This is a prosperous settlement in Bolivia—how different from "The Garden City of Gaiba"!

THE great South American Republic of Bolivia has often been termed a "land flowing with milk and honey."

In the unfortunate story I have to tell I make no reflection upon the country itself.

But I do highly condemn the action of the directors of Bolivia Concessions, Ltd., who embarked with unbounded optimism upon a colossal scheme which has now placed them in a most unenviable position.

This company was formed in 1926 with a nominal capital of £315,000, and caused a wealth of publicity which was both foolish and unjustified.

Its literature described the 30,000,000 acres of land that was to be exploited in Bolivia for a colonisation scheme as an unworkable Eldorado, and hinted that fortunes were to be made from cotton, rubber, oil and timber.

The directors included Sir Martin Conway, M.P.—a name that has been held in high esteem for more than half a century—Lord Askwith, K.C., the Master of Gray, and Mr. Henry Tufnell Campbell.

Broken promises

Over £200,000 was speedily subscribed.

To-day the shareholders are in a sorry plight: the company has gone from disaster to disaster, and most of the hopeful promises have been unfulfilled.

Apart from the shareholders, I am particularly interested in the plight of certain other people who have suffered heavily in this amazing venture.

The Bolivia Concessions, Ltd., decided to start its colonisation scheme it called for "settlers" to go to Bolivia as pioneers.

The men who offered themselves were told the most fanciful stories, and left with a God-speed message from Sir Martin Conway himself, who entertained them to tea on the terrace of the House of Commons, and talked most eloquently—and, if I may say so, much too optimistically—of the magnitude of the project.

One of these settlers, who went to Bolivia with a light heart, but who returned sadly disillusioned and with his health impaired, is a Mr. E. R. Warren.

Fire at sea

Finding himself out of remunerative employment in the summer of 1926, he answered an advertisement stating that young men with limited capital were required for pioneering work in South America.

At the company's headquarters, Salisbury House, London, E.C., a vivid story was unfolded to him.

Pamphlets, maps and brochures were produced, and he was told that the company was actively conducting a town-planning scheme in Bolivia, with churches, kinemas, railways and a port.

"The Garden City of Gaiba" was its name.

In return for a deposit of £50, plus his passage-money, Mr. Warren was told that he would receive land which would yield from £50 to £100 profit very soon, £7,000 a year after a year or two, while, at the end of ten years, he would be in a position to retire.

Great stress was laid upon Sir Martin Conway's connection with the company, and Mr. Warren borrowed the necessary capital from his parents.

In all, six settlers were enrolled to commence with, and it was arranged that they should sail together from Dunkirk.

Disaster engulfed them from the first. The ship was held up for weeks because it was not in a fit condition to sail, and when it did start it ran into the pier-wall.

Later, in the Bay of Biscay, the bunker coal caught fire, and when Lisbon was finally reached, a sum of £800 had to be paid for repairs, the ship being delayed until this amount could be remitted from London.

Meanwhile, one of the settlers died.

When Gaiba was reached, after a most trying journey that lasted four months instead of the usual six weeks, the uneasy settlers were met by Mr. C. Lilloe Fangen, the Norwegian promoter of the company.

He curtly informed them that they were entirely the wrong type of men, and that they stood no chance of succeeding unless they had two or three thousand pounds apiece!

After the astounded "pioneers" had produced contracts signed by Sir Martin Conway, they were permitted to go to their quarters.

They found nothing at all resembling the pretty photographs shown to them in London. Their "living quarters" consisted of one mud-house of five rooms and a cluster of crude huts.

Settler's suicide

With a rough palm-leaf thatch as their only roof, rain poured in day and night; no protection was afforded against abundant snakes and insects; sanitation was non-existent, and fever was an ever-present menace.

They were in a wilderness, hundreds of miles from civilisation.

Then food became scarce, and conditions grew so bad that Mr. Warren felt that he would lose his reason if he remained there much longer.

Another man, I should point out, had already committed suicide.

The conditions under which Mr. Warren and his colleagues were compelled to live can barely be described.

A farrier named Jackman had by this time come out with fresh employees, his wife and five children being due to follow him at an early date.

Immediately he saw how appalling the conditions were and how misled he had been in London, he asked permission to cable to his family to warn them not to join him in any circumstances.

This permission was refused, and in due course his family arrived.

When I say that Mr. and Mrs. Jackman, together with a grown-up daughter, a lad of seventeen and three younger children were all herded together in a two-roomed mud-hut, and, surrounded by natives, had to do their cooking on a fire lit between two bricks, their hardships can be imagined.

And this was "The Garden City of Gaiba"!

Things got worse. The owner of the property later informed the settlers that they had no right to be on it; debts were springing up everywhere; and distracted letters to the company at home remained unanswered.

Ordered back!

When Colonel Sherwood Kelly, V.C., arrived from England to "investigate," he at once made up his mind that the position was disgraceful, and, after being almost arrested himself for debt, returned to London to lodge a damning report upon the whole affair.

In the end the Foreign Office demanded that the wretched settlers should be repatriated.

The most recent pioneer to return home is a Mr. G. B. Mapleton, who reached London only four months ago.

He had been posted at Corumba, Brazil, as "buying officer" for the settlers and employees at Gaiba.

From April to November, 1929, he was left completely stranded there with his wife, without funds to purchase food, with debts accumulating all round him, and with his hotel bill standing at nearly £90 unpaid.

Sir Martin ashamed

Out of twenty cables and letters frantically despatched to London, only two were answered. But no cash was sent, and, finally, he had to get home as best he could.

Upon his arrival, he wrote a letter, couched in the strongest terms, to Sir Martin Conway, M.P., who had said such nice things to him and others on the terrace of the House of Commons.

I have Sir Martin's reply before me now, and I cannot do better than quote the opening passages of it:

"I am really ashamed to read your letter. The reason is that the company is without funds till we are paid large sums due to us."

Sir Martin, at least, does himself credit when he makes such an admission.

Can anything be done to compensate the various sufferers—not the least of whom is Mr. Robert Sohr, of Chiswick, the company's emigration officer, who recently brought things to a head by obtaining judgment in the High Court, and is to-day penniless. His judgment is unsatisfied.

What is the secret?

Where has all the money gone?

I am unable to say how much the directors have received in fees, because the Bolivia Concessions, Ltd., is in serious default under the Companies Act, having issued no figures or balance-sheets for two and a half years!

What is the secret of this remarkable delay?

In my opinion, the affairs of this concern should be thoroughly investigated by the Board of Trade.

EVERYONE can have NEW, youthful HEALTH—thanks to Dr. CASSELL'S TABLETS

If you've endured pain and "nerves" so long that you've forgotten what glorious health feels like . . . tried all kinds of remedies and narcotics till you hate the word "medicine"... *still*, DR. CASSELL'S TABLETS guarantee you the permanent relief they have brought thousands! Remember Dr. Cassell's Tablets have tackled cases far worse than yours (read the letters we publish), and emerged triumphant *every time!*

SURE. SAFF. SPEEDY TONIC.

DR. CASSELL'S TABLETS NEVER FAIL

Dr. Cassell's Tablets make no exaggerated claims. Scientific *nourishment*—principally of the nerve, blood, and digestive systems—is the secret of their apparently miraculous mastery of ill-health and depression. Weak nerves become strong nerves. Vigorous appetite replaces dyspepsia; refreshing slumber follows sleepless nights. NO reaction later—Dr. Cassell's relief is lasting relief.

HERE IS THE SECRET OF DR. CASSELL'S TABLETS' SUCCESS

TRIPLE TREATMENT: 19 INGREDIENTS

No temporary pain drugging forms any part of Dr. Cassell's Tablets' programme. No less than 19 special ingredients each with a definite health-giving value, include (1) HYPOPHOSPHITES, to re-vitalize worn out nerves; (2) DIGESTIVE ENZYMES & STOMACHICS, which bring keen appetite strengthen digestion; (3) BLOOD NUTRIENTS, to enrich the life-giving blood stream. NO sedatives; NO narcotics NO fatal *reaction* afterwards!

TAKE THEM TO-DAY FOR

NEURITIS	INDIGESTION
HEADACHES	ANÆMIA
NEURASTHENIA	KIDNEY WEAKNESS
NEURALGIA	DEBILITY
FLATULENCE	PALPITATION
STOMACH TROUBLES	BREAKDOWN
INSOMNIA	AND "NERVES"

WORLD FAMOUS FOR 25 YEARS

NEW HEALTH MESSAGE FOR NERVE & DIGESTIVE SUFFERERS . . RUN-DOWN, ETC.

"Two years ago a severe attack of Pleurisy and Pneumonia left me very weak; continual coughing made me so weak and ill. I had to give up my job. I had Cough Mixture, Tonic, good food. I wore heavy underclothes and kept in the warm; but I was wasting away to nothing with coughing. A young lady friend of mine who was very bad some time back with Sleeplessness, Headaches, Biliousness, recommended Dr. Cassell's Tablets, and brought me a bottle. I am now getting fatter in the face and this terrible hacking cough is completely gone, after nearly 2½ years! DR. CASSELL'S TABLETS ARE WONDERFUL."—Mr. B. H. Foley, 20, Stuart Road, Kilburn, N.W.6.

Dr. Cassell's Tablets

1/3 & 3/- 13 size contains 30 Tablets.

GUARANTEE

The makers of Dr. Cassell's Tablets guarantee their purity, safety and medicinal activity. They may be given to the youngest child or most delicate invalid without hesitation

DON'T SUFFER WITH DANGEROUS INDIGESTION

Do you suffer after meals with belching, from sour and acid stomach? Those who do sometimes fear they have heart trouble. These conditions can be quickly relieved and then prevented.

Take Carter's Little Liver Pills after meals. They disperse the gases and encourage digestion.

The stomach, liver and bowels will be cleansed of poison, and dangerous painful indigestion disappears. Ask your chemist for 1/3 or 3/- pkg. Carter's Little Liver Pills.

Rudge-Whitworth

BRITAIN'S *BEST BICYCLE* FOR

8/6 MONTHLY

The only [illegible] the world [illegible] RUBBER [illegible]

Crescent Model CASH

£4 - 19 - 6

Coupon for FREE Booklet.

To RUDGE-WHITWORTH, Ltd., Coventry.

Please mail me by return your 1930 Art Cycle Catalogue with particulars of Easy Payments.

Name.....

Address.....

.....

J.B.264. ½d. if unsealed

The GRAVES 'Triumph' Bargain Sale

Price [illegible] & Carr. £3 0 0

TERMS: [illegible]

One Pair FLEECY BLANKETS [illegible]

One Pair TWILL SHEETS [illegible]

Coloured Hemmed [illegible]

Bleached CLOTH [illegible]

Two PILLOW [illegible]

Pure White CASE to [illegible]

IMPORTANT. By way of extra benefit [illegible] Piece Cutlery Service:—6 Stainless Steel [illegible] 6 Dessert Size Forks 6 Dessert Size Spoons [illegible] all of Columbian Silver which wears [illegible]

Write for fully Illustrated Catalogue

J. G. GRAVES Ltd. SHEFFIELD

£550 awarded in "John Bull's" Cross-word Competition No. 60.

In the above Competition solutions containing one error each were received from the following two competitors to each of whom, subject to the conditions of the contest, a cheque for £250 will be despatched:—

Mrs. I. L. Brown, 30, Beech Grove, Whitley Bay, Northumberland.
Mrs. W. Edmonds, Waterford House, Reed Court, Strood, Kent.

Solutions containing two errors each were received from the following 11 competitors, who share the Second Prize of £50, each receiving £4 10s. 11d.:—

Allen, Miss E., 60, Spring Lane, Colne, Lancs.
Appleton, Miss E., 22, Parton St., Fairfield, Liverpool.
Banks W., 5, North Lonsdale Rd., Ulverston, Lancs.
Donnan, F., 12, Erith Terrace, Millfield, Sunderland
Fleming, W., 221, Langlands Rd., Glasgow, S.W.1.
Hargraves, Miss D., 1, Maywood Rd., Fishponds, Bristol.
Heatley, H., 12, Queens Rd., Blackburn.
Jackson, F., 179, Greenwich Rd., Greenwich, S.E.10.
MacDonald, F., Tan-y-Bryn, Chepstow Rd., Newport, Mon.
Sharples, Miss M., 6, Richmond Avenue, Prestwich, Manchester.
Thomas, W. G., 143, Bishop Rd., Bishopston, Bristol.

Another £550 X-Word appears on Page 36. **Try Your Skill Now!**

"BULLETS" RULES.

1. The First Prize will be awarded in the opinion of the judges in conjunction with the Editor is the best Bullets and the other prizes in order of merit, the test being cleverness, aptness and [illegible]. The Editor undertakes that every Bullets received shall have careful consideration by a competent staff of qualified judges.

2. Only two attempts may be made for each coupon, and a postal order must be enclosed at the rate of 6d. for [illegible] made use of. This must be made payable to JOHN BULL and crossed & Co. Competitors must write their names and addresses and the date of sending the order on the back of the postal order, the number of which must be duly noted on each coupon submitted. Coupons must not be mutilated.

3. The Editor's decision on any matter of dispute arising in connection with [illegible] petition must be accepted as final and [illegible] binding in all respects, and acceptance of this rule is an express condition of entry.

Employees of Odhams Press and their families are not eligible to compete.

HOME COMFORTS

CARPETS, Rugs, Lino, Curtains, Tea and Dinner Services, Sheffield Cutlery, Bedsteads and Bedding, Sewing Machines, Piece Goods, etc. Reliable qualities all at the most favourable prices. Easy Payment Terms. Write for Catalogue you want, free. 30 years reputation for straightforward trading.

J. G. GRAVES Ltd. SHEFFIELD

PSORIASIS

Eczema and all other Skin Diseases Completely and Permanently cured by this wonderful Herbal Treatment. GUARANTEED RESULTS OR MONEY RETURNED. Every case treated individually with an experience extending over 40 years. Send post card for FREE BOOK sent under plain cover.

J. ROBINSON & SONS, 11, KUREM HOUSE, BRADFORD.

BOOTS SHOES STYLE COMFORT

THE GRAVES FOOTWEAR DEPARTMENT offers you soundest Quality and Finest Value for money. All sizes of Boots and Shoes for all occasions. World's Lowest Prices. Easy Payment Terms. 30 years reputation for honest trading. Write for Catalogue and all information, post free.

J. G. GRAVES Ltd. SHEFFIELD

SECRET Turf Syndicate *Swindle*

The two "retired business men" of the films were content to wait until their victim played into their hands

The New Zealander appealed to Inspector Alum, C.I.D. chief of "D" division

BEHIND the brief report in the Press the other day to the effect that a colonial visitor had been robbed of a large sum of money by two men he had met in London lies a highly astonishing story.

Having exclusively investigated the full facts, we feel that the present moment, with the influx of thousands of visitors from all parts of the world for the great London season, is an opportune one for making the results of our enquiries known.

The victim in this case is a gentleman who arrived in this country only a few weeks ago on behalf of a large New Zealand manufacturing firm of which he is the head.

Taking apartments at a famous West End hotel he mingled very little with the other guests, but in due course made the casual acquaintance of two men who were also staying at the hotel.

"Passive" plan

These men—a Mr. Algernon Adams and a Mr. Robert Ryan—appeared to be very prosperous, and the New Zealand visitor was particularly impressed by their retiring manner and the fact that they had not the failing which so many big business men have of talking "shop."

Although he did not realise it at the time, this self-effacement was part of a cleverly preconceived plan of "passive" attack; they were waiting for him to enquire as to their profession.

The subject could not very well avoid cropping up before long, and when it did, both Mr. Adams and Mr. Ryan very frankly admitted that they were "retired" from active business, a statement which seemed feasible enough in respect of the former as he, who was grey-haired and venerable.

Then, in a very confiding manner, they revealed the fact that they were present associated with a secret betting syndicate which was controlling a certain betting system with exceptionally successful results.

In recounting numerous interesting stories in this connection, they produced various documents relating to past transactions; but at no time did they make any suggestion that the visitor should participate in their profitable pastime.

Indeed, it was not until their acquaintanceship had ripened considerably that the subject cropped up again, and Mr. Adams and his friend condescended, as a mark of their esteem, to invest a sum of money on his behalf along with their own investments.

Favoured

At the next meeting the delighted New Zealander was handed substantial "winnings," and one or two subsequent investments made "as a favour" proved equally profitable.

One day Mr. Algernon Adams came in flushed with excitement to confide that he had brought off the biggest coup in the history of the syndicate, which would bring him in £61,200.

By the rules of the syndicate, however, he would be required to show that he had an equal sum behind him and to give an undertaking to continue investing in the "pool" as long as the syndicate lasted.

Unfortunately, the most he could lay his hands on at the moment was £40,000, and he would thus have to let one of his friends come in for the remaining £20,000.

Would the New Zealander care to participate?

The New Zealander declared that he would be only too pleased, but he was afraid he could put up only £10,000 at the moment.

So reluctant!

That was a pity, commented Mr. Algernon Adams; but in the circumstances he felt that he would prefer to go to another and more intimate of his backers for the full £20,000 required.

Mr. Ryan intervened with the suggestion that he might let their good friend have a look in with his £10,000 and then go to the other backer for a similar amount.

After some deliberation, Mr. Adams condescended to do this.

A draft was cashed and the money handed over, an appointment being made for the following evening so that the deal could be further discussed.

To the other's dismay, neither Mr. Algernon Adams nor Mr. Robert Ryan kept this appointment, and he has never set eyes on them since.

Of course the secret racing syndicate was a myth, and the initial "profits" were sprats which the tricksters could well afford to throw in in view of the £10,000 mackerel they ultimately landed.

Adams, whose real name, we find, is Bradshaw, fled to Paris with his share of the spoils, while Ryan is at present in Ireland.

Adams' prudence in remaining in hiding will be understood when we unmask him as Algernon Matthew Biggar, the biggest confidence-trickster the world has ever known.

A native of Victoria, Australia, he was long ago sentenced there in the name of Henry Howe for a similar coup.

In New Zealand, too, in the aliases of Robert Wilson and Patrick Dalton, he enjoyed a long run, swindling many people in gambling schemes until finally sent to prison.

The London police have been eager to lay hands on him for years, but have failed to do so.

This is largely because Biggar always selects prospective victims amongst visitors to this country whose time is both valuable and limited, and who have to return to their native lands, as their £10,000 victim did last week, without being able to prosecute and give evidence here.

Biggar operates in many aliases, but the fact that he is a cripple is a point which should aid in his identification.

For a long time he was a close associate of William Warren, a king of confidence men, who disappeared from London some years back after cheating a dupe out of £15,000 in crooked poker.

Cock of the con. men

Once, when a famous shipbroker was robbed at Nice by men who passed as American oil kings with great interests to sell Biggar played a leading part in the plot.

His notoriety extends to the United States, for he formed a bank there shortly after the war and absconded with £40,000 of his clients' money.

He mostly resides in the South of France, and only visits this country during periods when there are plenty of foreign and colonial visitors to rob.

Investigation into many clever coups has satisfied Scotland Yard officials that Biggar has had more than "a finger in the pie," and he is regarded as the controlling power behind most of the confidence-tricksters working to-day.

SLUR *on a* Plucky Man

OFFICIAL thoughtlessness has just sent a war hero to his death in circumstances which call for the strongest possible comment.

The victim is Mr. Alfred Edwin Hale, an art metal worker, of Stoneville Street, Cheltenham, and he has just died in a local hospital from self-inflicted injuries.

Hale was severely wounded in the war, his head injuries necessitating the insertion of a silver plate.

From that time he suffered from head pains and noises, and had been drawing a pension of 12s. weekly.

But, in spite of his heavy handicap, he obtained employment after his demobilisation, and continued working until about six weeks ago, when ill-health compelled him to rest.

Then, for a fortnight, he received 16s. 6d. a week as sick-pay under the National Health Insurance Act.

All might have been well but for the visit of a lady inspector.

Never a shirker, Hale pluckily said that he was feeling much better, whereupon the inspector remarked:

"Then you can go to work."

Following this visit Hale received a nasty shock. His sick pay was stopped, and he received an order from London to attend a medical board at Gloucester during the next week.

The stoppage of the sick pay had such a depressing influence upon this poor man that he decided in a moment of utter despair to end his sufferings once and for all.

He was found by his little daughter, who rushed to the house of a neighbour, screaming: "My daddy has cut his throat."

Such a tragedy would be heart-rending enough in any circumstances; but it is all the more to be deplored when we consider that it might so easily have been averted.

Hale had long been attended by a local medical man, who had testified that he was quite unfit for work.

The action of the authorities in stopping this sufferer's sick pay on the word of an inspector with no medical qualifications is reprehensible in the extreme.

The only logical, humane and fair course would have been to suspend judgment until *after* Hale had appeared before the medical board.

Had this been done, it is almost certain that the board would have confirmed the local doctor's opinion, and this ghastly tragedy would have been averted.

A FORTUNE IN PRIZE MONEY

GIGANTIC

Daily Mail

DERBY SUBSCRIPTION CONTEST

Organised by the British Charities Association for the Voluntary Hospitals

MEMBERS OF THE COUNCIL:

LORD LUKE OF PAVENHAM, *Chairman of the Executive*
THE DUKE OF ATHOLL
THE MARQUESS OF NORTHAMPTON
THE EARL OF MACCLESFIELD
VISCOUNT KNUTSFORD
LORD MILDMAY OF FLETE
LORD EBBISHAM
SIR GERALD DU MAURIER
MR. GEORGE ROBERTS
COLONEL H. A. WERNHER

FOR FULL PARTICULARS AND SUBSCRIPTION FORMS SEE THE

Daily Mail

Sinister Chess-man's HUMAN PAWNS

ON almost every day of the week there can be seen in a coffee-house in the City of London a coterie of chess-players whose skill is envied and admired.

They are men from the Stock Exchange and some of the great shipping, insurance and mercantile houses. Tournaments in which they play are said to be classic exhibitions of the game.

If you happened to be in the coffee-house when the experts assemble, it would be observed that they take scrupulous care to leave the place of honour at the table unoccupied.

In time, there will enter a grave and distinguished man, elegantly attired.

He removes a pair of horn-rimmed spectacles to rub them with a silken handkerchief, bows graciously to the company, and takes the vacant seat.

It is his by right of prestige. Leaders of the game though the others may be, he is the acknowledged master.

Who he is

"Semler is at the board!"

This whisper runs round, and in a moment an eager audience gathers at the table where Maurice Semler, as they know him, has ceased polishing his glasses and is scrutinising the problem presented to him.

Nor for a moment is it to be supposed that those who pit their skill against his or those who study his every move on the chessboard with such rapt attention are aware of the real character of this man.

We propose to tell them.

Also it is to be hoped what we have to tell will be noted by traders and banks not only in Great Britain, but throughout Europe and the United States.

For Maurice Semler—his real name is Morris Zemler—is one of those men whose methods bring disgrace to British business by the spoliation of British credit, both at home and abroad.

Nothing comes amiss to him in his world of commerce, but particularly he is a specialist in textiles, from rags, shoddy and trimmings, to silks and woollen fabrics.

He has traded—if the word can be used—for eight years, according to his own circumstances, in his own name, in the name of a boy-brother, the name of Benson Brothers, and now in the name of his dead father from an address in Edmund Place, E.C.

A glimpse into his activities reveals nothing to honest traders here or overseas.

Early this year Zemler for a period did not attend at the City coffee-house, and his disciples in chess mourned the empty chair.

But he came back, looking even more prosperous, and his fellow-players learned that he had been on a successful business expedition to the Continent.

The success can be measured from the sequel.

Not long afterwards the Czecho-Slovakian Consul in London was asked by a firm in his country to assist it in collecting from Zemler a small account of £60 for goods which he had personally ordered in Czecho-Slovakia.

Zemler was brimful of apology to the Consul for any inconvenience caused by what he professed was an obvious oversight on the part of his clerical department.

He tendered a two-months bill for the paltry debt, and, with a cordial wish that commercial relations between Great Britain and Czecho-Slovakia would strengthen and endure, he bade the Consul farewell.

The bill was sent to Czecho-Slovakia, and in due course it came back to this country for clearance.

It was a worthless document.

Zemler is by no means an amateur in drawing and issuing trading and accommodation bills, many of which, unfortunately, have had an unhappy fate.

Caught unawares

He had, however, issued a bill which was improperly stamped and which was invalid, thus taking a mean advantage of foreign firms which, no doubt, trusted him implicitly.

It was naturally and, as it proved, correctly surmised by the Consul that £60 would not by any means represent the total amount of credit which Zemler had sought to establish in Czecho-Slovakia during his mission to that country.

He flashed a message to the trading department of his Government at Prague.

M. Jan Masaryk, the Minister in London of the Czecho-Slovak Government, whose trading department scotched Zemler's scheming

The result was staggering.

By cablegram, telephone and post word came to London revealing that this man who had defaulted for a mere £60 had placed orders right and left in Czecho-Slovakia, and the aggregate credit he had tried to engineer was immense for a person of his standing.

Scotched

In the transactions it was further apparent that Zemler had been using all the weapons in the armoury of the long-firm trickster, paying cash for his first trivial orders and then proceeding boldly to obtain much larger consignments of goods on credit.

Some firms had despatched goods and others had the orders ready to forward.

Information also came to the Czecho-Slovakian authorities at this time regarding Zemler's record.

It was considered advisable to rush out an urgent warning to the Chambers of Commerce, and every other possible precaution was taken to prevent him obtaining the bulk of the stocks he had planned to secure.

Zemler is an undischarged bankrupt, and the methods by which he has duped creditors in the past is a sorry tale.

One illustration of the manner in which he fooled more than thirty creditors at one time for £4,350 is typical of his sense of business morality.

On this occasion he bought twenty-five tons of material for £1,630 through an undischarged bankrupt.

He accepted a bill drawn for that amount on a New York bank, but it was dishonoured and has never been met.

No attempt was made to sell the goods—the real value of which was only £300—but he hypothecated them to a British bank, which became his creditor for £1,180.

Tricky get-out

Writs and summonses and money-lenders' threats began to flow in upon Zemler, and his position became an impossible one.

The exit he took was an easy but fraudulent one, so designed that all his assets would be withheld from his creditors, but that all future profits would go to himself.

He merely sold the business, his dubiously acquired stock, etc., to a dummy for a ridiculous price—not for cash, but on credit, if you please.

An agreement was also made that he should continue to conduct the business as manager at a fixed salary.

Morris Zemler: "He regards his victims as so many pawns in the game of commerce"

Thirteen days later, Zemler coolly went to Carey Street and filed his petition in bankruptcy.

It took the banks and other creditors some time to realise how ingeniously they had been twisted and robbed.

Mr. Justice Clauson, when the matter was referred to him, had no doubt that Zemler had worked a device to deceive his creditors.

His lordship set aside the supposed agreement for the sale of the business. Unfortunately, it was too late, because most of the stock had been promptly disposed of.

One of Zemler's business descriptions of himself is a shipper. Not a few people would be interested to learn to what destination he ships the goods he obtains from trusting traders.

It is perhaps his skill as a chess-player that has inspired Zemler to regard his victims as so many pawns in the game of commerce.

BECAUSE of the vigilance of the City of London Police, worthless firms are finding it much more difficult to establish commercial credits in this country. They try, therefore, to exploit foreign firms who have faith in British business integrity

CASH for Phantom Jobs

WE have lately received numerous enquiries regarding a business proposition being made by Messrs. [illegible] and Walker, of Mitre House, Regent Street, London, W.

Described as "specialists" in all kinds of ladies' wear, this firm has been advertising very extensively in provincial papers, offering £5 per week plus commission and a free "soft-goods salesman."

This tempting bait has attracted applicants throughout the British Isles.

It becomes apparent that people have been cruelly victimised by one of the most cleverly contrived postal swindles of recent times.

For, in enticing dupes into their net, Messrs Walker and Walker have played their cards very cunningly.

Intending enquirers have received a circular letter, requesting them to complete a simple form, giving brief personal particulars and references.

Then, as a matter of form, they have been asked to signify their willingness to pay half the solicitor's fees for a definite agreement should their application be successful.

Of course, every applicant was successful, and every applicant was promptly asked to send £1 1s. towards the solicitor's fees.

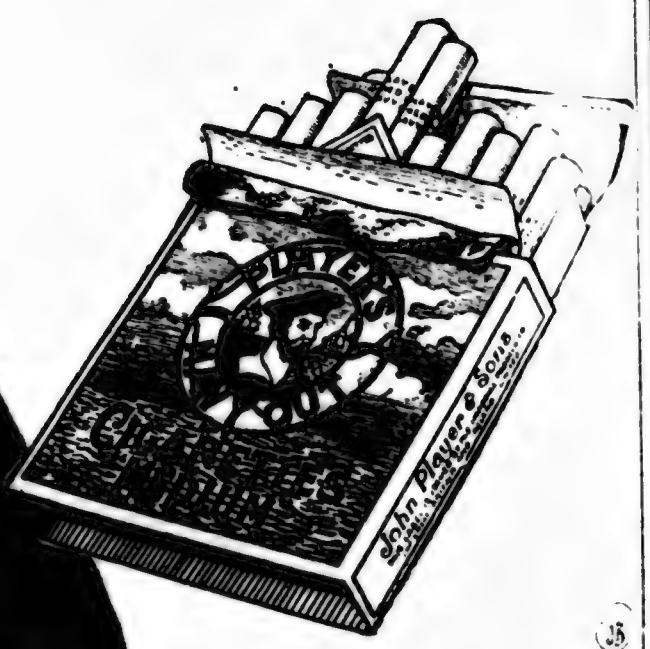
Messrs. Walker and Walker still kept up the suggestion of sincerity by writing to say that their representative would shortly call upon the newly-appointed "soft-goods salesman" to give him full instructions.

He has not, however, turned up, and anxious letters to the Regent Street office have been ignored.

The elusive individual behind Walker and Walker has now abandoned this office, which, by the way, he rented only a few weeks ago.

The man who smokes Player's gets Quality

"It's the Tobacco that Counts"



Issued by The Imperial Tobacco Company (of Great Britain and Ireland), Ltd.

ENTER *the* OCTO-BUS

by E. Roffe Thompson

... set in the ... combine ... fleet of ... General ... buses

ONE of life's minor mysteries is why competition is hailed on the political platform as the very life-blood of industry, while at the same time every possible effort is made in industry itself to ... anything in the nature of com...

Mo... business is tending more and ... to the formation of trusts and ... amalgamations and mergers. Far-sighted people view this ten... with mixed feelings. Some of us ... said for years that unnecessary ... is simply rank waste—waste of effort, waste of resources and ... of opportunities.

At the same time, monopoly, however ... may be the organisation it pro... is a dangerous weapon to put ... the hands of any group of men ... proper safeguards are imposed to ... the interests of the public.

Done quietly

The latest development in business ... is giving rise to considerable anxiety in many quarters—for it ... to be seen how the huge unofficial combine of the country's traffic ..., which has been formed ... the last eighteen months, will ... on the public interest.

... great and practically complete ... combine has become few people ... for although it has been done ... it has been done remarkably quietly.

... position is that to-day, ex... London, only three motor-'bus ... of any size in the whole ... remain independent of the ...

... the last eighteen months the ... have been steadily buying up ... transport, and it is estimated that ... expenditure of some £6,000,000 has ... been concerned of more than 90 ... of passenger road-services.

The fact is, of course, that the rail... were feeling very severely the ... of these omnibus com...

Travel by them might not be so fast, ... was infinitely more comfortable ... considerably cheaper.

Severe jolt

... power, the buses had a pleasing ... to take you where you wanted ... rather than where they thought ... ought to go. Almost, it was a case ... door.

They spread over the whole country... with incredible rapidity. More ... cross-country railway route ... districts was practically put ... business by them.

The result, for a time, was that the ... began to do what they should ... years ago.

They began to put their house in ... to study the comfort and con... of their passengers a little more, and to bestir themselves into real efforts to make railway travelling attractive.

Then they thought of a simpler policy than that: they stopped the irritating competition by buying it out. The result is a huge traffic combine that will have tremendous and almost unlimited power.

How is it going to exercise that power?

Up in Yorkshire there is already one indication of what seems likely to happen.

Some time ago one of the railway companies obtained a financial interest in a local 'bus concern. The next move was that the latter bought out a second 'bus service that ran on a neighbouring route.

A few weeks ago the railway company purchased another omnibus service which was the only serious competitor in the district. Competition—the "life-blood of industry"—was very effectually eliminated.

Now observe the immediate results.

Bought—and wiped out

The very next day one of the 'bus services was taken off the roads and a hundred men were thrown out of work. Fares on the other route were raised.

A short-distance railway line is shortly to be closed to all passenger traffic, and more men will presumably be thrown out of work.

After that, passengers will have no alternative but to take a 'bus, and they will have to travel at a time (and at a fare) that the combine thinks they should, or walk.

Now, this is only one instance, but it is interesting; and it is all the more interesting in view of what had been happening just before competition was quashed by the railway company.

For, about six months ago, the fares on this particular route were reduced by one 'bus company, in order to compete with rival services which themselves had managed to make a drastic cut in their fares at one of the worst seasons of the year.

The interesting question, therefore, is this: If two competing services could run over the same route without loss, how is it that a single monopoly service immediately raises the fares instead of reducing them?

Is it really necessary, or is it just a straw showing the direction of the monopolist wind?

It is necessary to keep cool in considering this question, for there is, of course, no doubt that, properly handled, a network of co-ordinated travel services offers tremendous advantages to the travelling public.

It should ensure safe, swift, comfortable and regular transport. Villages will be brought closer to the towns and towns closer to the cities.

It will enable the 'bus terminus to be close to, or actually at, the railway terminus, and there should be a tremendous expansion of the system of interchangeable travel facilities, which will mean an enormous saving of time and worry to the traveller.

All these are obvious and undoubted advantages.

The danger is in the sort of thing that has been happening up in Yorkshire and Lancashire. Monopoly must not be allowed to achieve efficiency at

Traffic Monopoly Danger

the price of holding up the travelling public to ransom.

Will it mean, for instance, that strap-hanging in local trains will increase rather than diminish?

Travel and transport is as much a community service as gas or water or electricity.

It is a serious matter, then, to see this service in the hands of a gigantic combine, without any check whatever being put on the enormous powers it can wield if it so chooses.

To my mind, there is much to be said for treating this and every other form of what is really a public utility company on the same basis as we treat our gas companies.

Safeguards needed

We long ago recognised the impossibility of allowing public utility companies to do what they liked, and we very sensibly fixed their prices and their dividends on a sliding scale.

If such a company increases the price of its supply, it must reduce its dividends. If it wishes to increase its dividends, it must reduce its prices.

In other words, I think the time has definitely come when we must begin to think seriously about the advisability of limiting profits where a monopoly has come into being in a sphere that renders it practically indistinguishable from a public concern.

In a thing like the present huge traffic combine, I cannot see why the interests of the shareholder should be the paramount consideration. Efficiency and cheapness should come first.

That is why it is a little disturbing to see the first results of combination emerging in the raising of fares.

I am not, by saying this, running down monopolies in themselves. They are an inevitable step in the evolution of modern business.

Not State ownership

The clock cannot be put back, and there will never again be a return to the waste and inefficiency of small-scale competition resulting in the end in large-scale chaos.

But the public has a distrust, and a well-founded distrust, of monopolies. If that distrust is to be overcome, it must be overcome by the imposition of reasonable checks on the monopolist's powers.

These checks are not necessarily to be sought in the direction of State control nor in definite State ownership.

The best check is to devise a system that prevents the monopolist accumulating vast riches without first having given the public some tangible and demonstrable benefit.

The Human Machine

Those Golden Years

LIFE is no thief. If it takes something away it always gives something in return. It compensates, but it does not rob.

As we grow older we lose the keen edge of enthusiasm that youth possessed. We curb impetuosity and grow a little cautious.

But if the fires burn less fiercely, they burn more evenly. Age gives a philosophy that youth lacks.

If we grow older we also grow more patient. What once brought a crushing sense of disappointment now brings nothing worse than a calm realisation that what we cannot do to-day may be possible to-morrow.

So why grieve because adventurous youth has passed? If we have really lived and adventured during the golden years we have stored away experience that will breed cheerfulness and hope to the end of life.

And it is surely something of rare value if we have learnt at last that life is not a tyrant to be fought, but a storehouse from whose riches we can take what we will. Youth tries to batter down the door: age, with riper knowledge, finds the key that unlocks it.

Never be afraid of age: be afraid of growing old! The happiest age is that at which a man really learns to use experience—for that is the age at which he can claim to have achieved common-sense.

LEVER BROTHERS LIMITED ANNOUNCE

Great Reduction in Price of

LUX

9d size . . . NOW 6d

6d size . . . NOW 4d

3d size . . . NOW 2d

EXACTLY THE SAME QUALITY AND QUANTITY

FOR over a quarter of a century in millions of homes all over the country, Lux has played its part in caring for precious fabrics . . . keeping silk stockings like new — cleansing delicate materials and fine woollens gently, safely, beautifully . . .

So enormous has been the success of Lux that now Lever Brothers, its famous makers, are able to announce a big reduction in its price — Lux today costs you *one-third less* than it did before !

Think what this means ! Not only will it cost you less to keep your precious fine things lovely — but you can afford to Lux-wash *all* your things — and in this way add to their life and beauty !

Now the delicate Lux diamonds — the abundant, rich lather that cleanses so gently and safely — will help you in a hundred and one laundry problems !

Use Lux for washing-up, too — it keeps your hands so soft and white

Already in many homes Lux is used for washing-up. For women have proved that Lux not only makes china and silver wonderfully bright and sparkling — it banishes ugly, red, " dishpan " hands !

For Lux contains *no* harmful soda — and it is soda which, leading skin specialists say, causes the unsightly redness and roughness which so often disfigure hands constantly employed in washing-up.

The shining Lux suds actually *improve* your hands — soften and whiten them, make them actually lovelier than before.

How this reduction was made possible

Manufacture on a gigantic scale . . . huge sales in almost every country in the world . . . these are two of the factors which have enabled Lever Brothers to reduce the price of Lux.

As announced at the Annual Meeting — 1929 has been a record year for the famous Lever products.

It is because they manufacture in such vast quantities — because more and more Lux is purchased with every day that passes — Lever Brothers are able to effect economies in manufacture and distribution that make possible the new low prices.

Yet the quality of Lux remains unchanged ! It is gentle, pure, safe for washing any fabric water alone won't harm !

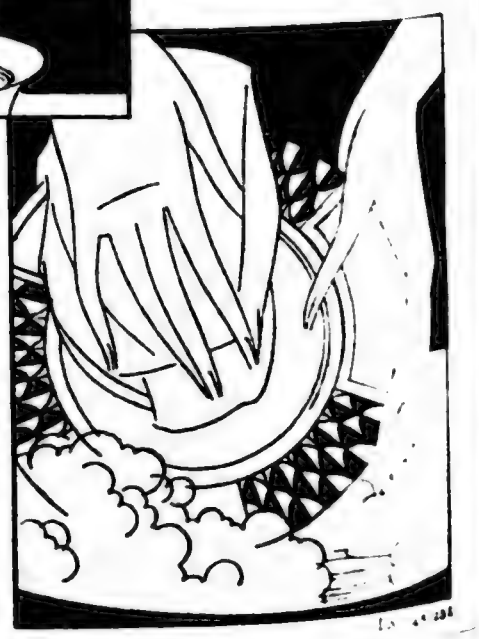
Packets are exactly the same size as formerly, and contain the same quantity of Lux.

Ask your grocer for Lux at the new, low prices !

Enough Lux in a 2d packet to wash 20 pairs of stockings and lots of lingerie. At the new, low prices you can afford to use Lux for everything you wash at home !

* *

It costs only a fraction of a penny a day to wash-up with Lux for an average family



Lux is sold only in the familiar blue packets—now 2d, 4d, 6d. Quantity and quality unchanged! Grocers everywhere have Lux at the new, low price.

LEVER BROTHERS LIMITED, PORT SUNLIGHT

CHARITY LEECHES' Huge Profits

Without Fear or Favour

WHEN a collecting-box is thrust at you like a pistol and you drop in your sixpence, you have an uneasy feeling that very little of it will ever reach the distressed people for whom the collection is being made.

How many people know that any devious sneak can open a charity agency and pocket £999 19s. 11¾d. so long as he can prove that he has applied the odd farthing out of the thousand pounds to his precious charity?

And the law cannot be set working against him. He laughs at our great judicial system.

There are great and fine charities. We have nothing to say against honest sweepstakes on racing or football events which contribute their 5 or 10 per cent. towards hospitals.

There is the thrill of the harmless "flutter"; money is spread about; a specified amount always goes into good work.

It will be somebody's good luck whichever way it goes. The money will not go into the pocket of someone who exploits the kindliest instinct of the human race.

OTHER charities there are, such as the British Charities' Association, which give every possible farthing to the desired object.

That is the ideal condition; yet many great public institutions would not be able to carry on without the clean-run sweeps and lotteries.

We are not saints, but we will not be exploited by the subtlest kind of pickpockets.

The records of JOHN BULL are choked with facts about these people who make charity a thriving industry.

Repeatedly our attacks on despicable charity-mongers are supported by magistrates. They agree, and then throw up their hands in despair.

Charges of fraud fail; rogues go free because their uttermost farthing keeps them within the law.

It was scandalous, said Mr. Clarke Hall, the Old Street, London, magistrate, that week by week collections should be made from kind-hearted people. The public ought to know that they had been defrauded.

The highway robbery of the collecting-box is only one comparatively small department of this callous ramp.

The more cunning of the rogues save themselves the expense of paying people to carry boxes around.

Their heart-sob appeals go through the post or from the pulpit of the bogus parson.

SCOTLAND YARD itself cannot demand a true balance-sheet of any charity; there is no central body with power to supervise.

A Bill to regulate all charity organisations and collections has passed its second reading in the House of Commons.

It is held up by pressure of Government business, and there is a danger, in the welter of other topics, that it may not receive the attention it deserves.

Discussion, so far, has not disparaged the Bill in its entirety, but the efficiency of its proposals has been questioned.

In the main the Bill is divided into two parts.

The first is to empower the Charity Commissioners to hold enquiries into any charity that may not appear to be quite straight, and in the meantime to exercise complete control of its funds, until the matter has been settled. The second part, around which the controversy has arisen, seeks definitely to license all collectors, and to make every charity directly responsible for its collectors.

The trouble here concerns the licensing in any town of collectors for both national and local charities.

It is felt in some quarters that this section of the Bill is likely to cause friction between the two sets of charities, especially in view of the fact that the licensing of collectors would naturally lead to a restriction of their numbers.

The mongrel finds the leak

Mr. F. Price, of the Charity Organisation Society, which for long has tried to cope with this evil, declares that the cure for bogus charity and its collectors is legislation of some kind.

ITS nature does not really matter, he says, for once there is some statutory regulation of charities and their collections, its deficiencies will open up new avenues for further and stricter legislation on the same lines.

The present Bill is the direct outcome of a Departmental Committee of the Home Office on the Supervision of Charities that first met in June, 1925.

The report of its meetings and findings were published two years later, and its recommendations are practically entirely embodied in the present Bill.

From information received at the Charity Organisation Society, it is clear these half-crown grabbers are greatly increasing their activities.

They do not know how the Bill will affect them if it is passed, and they are "making hay while the sun shines."

Two such instances which have quite recently come to the notice of the society concern collections made of some people in North London.

For some years now a young girl has been in the habit of making an annual call for subscriptions for crippled children or waifs and strays.

Exactly what the money was for is unknown by these people, who have given a yearly half-crown for some time.

When the collector last called the people of the house had no change and gave the girl £1, asking her to fetch the change. She has not been seen since.

Then there is the so-called Poor Children's Society, which, from headquarters in South London, has for years been collecting money for the ostensible purpose of helping poor children.

This concern is one of the worst on the books of the Charity Organisation Society.

Another "organisation" was running a ballot, the results of which were to be published in a well-known evening paper in February. Later they were to have been published in March, but they have not yet seen the light of day.

The audacity of this particular scheme appears in the fact that while £400 was collected the expenses were stated to be £600.

This is the kind of thing charitably disposed people have to contend with in these days of mushroom appeals.

Among the larger exposures made by JOHN BULL is that concerning Pastor Matthews, superintendent of the Northern Evangelical Association and the City and Central Mission, Aberdeen, of which the "Secretary and Deaconess" was a woman described as Sister Norah.

"Pastor D. Hurst," of the London Evangelical Mission, and the "Rev." J. R. Penrose were other pious humbugs working separately.

The list is endless, but we have done enough to show that the police must at once be furnished with sufficient power to deal with all bogus charity organisers.

THE Bill now before the House will leave plenty of loopholes for such people, and it will not sufficiently curb those larger organisations not implicitly fraudulent, whose receipts are too largely swallowed up in expenses.

There must be yearly balance-sheets open to examination by a supervising body, and there must also be a maximum scale of payments to collectors and a strict maximum of expenses.

Where no books or balance-sheets are available the State must have power to prosecute.

"He could outmatch any of the giants"—Lawrence of Arabia

"Swam ashore under Turkish guns Bernard Freyberg

"An old trader whose life reads like a fairy tale"—Aloysius Horn

"One-armed Sutton . . . assassination eleven times

We still ha

"Scout Marr, a born venturer"

WHERE are our He-Men? Where is the like of those giants who thrilled the world of yesteryear? The war, it is said, has killed them off. The men whom the poet Kipling styled famous and of little showing are no more. The age is one of small men and little deeds.

We hear this complaint after every war.

Yet, none the less, we have with us to-day as impressive an array as we ever have had of that dominant, virile type which our race so wholeheartedly admires—and rightly.

Such men are the salt of the earth, the leaders of their day and generation, and the inspirers of that worship upon which, according to Carlyle, the foundations of society are laid.

Names tumble over each other for selection in the 1914-18 generation.

There is Fred Sherriff, once best man at *all* arms at the Royal Military Tournament — a veritable Ivanhoe without a horse; Charles Halloran, Irish international and heavyweight champion of the Navy; Major Daniels, V.C.; Horsey Browne; W. W. Wakefield ("Wakers"). . . .

Dozens could follow and the list would hardly begin. Their achievements would fill volumes.

For example, immortal "Wakers." Few who have seen him play Rugger for England will ever forget him.

To see him rise, a great, semi-naked Titan, from the welter of a tight-packed scrum, with the ball in his hands, men hanging desperately to his mighty arms, legs and shoulders, fling the ball out to a waiting "three," and then finally crash down to earth under sheer weight of numbers, with half the scrum writhing under him, is one of the sights of the age.

There is Lord ("Beefy") Tweedmouth. Who has seen "Beefy" "ref." a dirty fight in the ring has seen a sight worth remembering.

A little giant

There is Wing-Commander Rees, foil champion; C. P. O. Howson, fencing, boxing, wrestling, ju-jitsu and bayonet-fighting champion and best all-round instructor living; H. C. McNeile, creator of Bulldog Drummond; Mick Leahy. . . .

But there are others and others.

There is one, Colonel Lawrence. By no stretch of imagination could he be physically compared with "Beefy" Tweedmouth, who might shake hands with you if he liked you and wither you with his glance if he didn't, or Charles Halloran, who once made a bad-mannered European boxing champion leave a charity show rather hurriedly.

Lawrence is comparatively small. It is only in deeds of physical endurance that he could outmatch any of the giants above. Yet he is a He-Man, with likes and dislikes as violent as any "Beefy" could own to.

On a superb mother-of-pearl inlaid table (presented by King Feisal of Irak) which stands in Lord Allenby's drawing-room is a large book. It is called "The Seven Pillars of Wisdom." It is worth many thousands of pounds, and Lawrence wrote it.

In an introductory poem, dedicated to "S. and A." (Syria and Arabia), is some of the finest invective against certain living people in high places ever written.

No one doubts Lawrence's sincerity. He moulded an alien race for battle, and led them, according to his own view, to betrayal.

He returned his medals and decorations to the King, refused all profits from his masterpiece, and retired to the R.A.F. as an air-mechanic.

"One-armed" General Frank Sutton has a similar record to that of Lawrence, but there comparison ends.

Sutton might possibly be compared with a cross between Bulldog Drummond and Lawrence.

And a spicing of Mick Leahy might be added, because, like Leahy, Sutton has lost a limb, and his present work is devoted to helping, where possible, his old Service comrades.

Mick Leahy, once a rugger, rowing and boxing champion, is a doctor to-day, with a large, prosperous practice. They say that millionaires and princes can fret in his waiting-room if an ex-soldier has come in for treatment—gratis.

Navvy—and general

Sutton is devoting much of his present activities to helping old soldiers and their families to migrate to the Great Peace River district in Canada.

He is a remarkable man. He left Eton at eighteen, and was building railways in the Argentine a year later. He went to Mexico for oil and joined in Diaz's revolution. He narrowly escaped death.

Returning to the States, he worked as a navvy for a time, riding to his work like a "hobo," on the cow-catcher of a train. He lost an arm at the Dardanelles, and later went to Russia.

He was the first Englishman to penetrate Bolshevist Siberia. The Reds rewarded his venturesomeness by putting him in prison.

He escaped, loitered long enough in his flight to collect gold from rivers, and travelled into China with some £40,000 worth of the rough stuff.

They say in China that it is a mystery how he managed to escape with his present fortune. Every white man's club in the country from the South to the plains of far Manchuria buzzed with talk of Sutton for years.

All said that he knew too much to be allowed to leave China alive.

He trained and commanded Chinese armies, built guns, ran arsenals, assisted in the capture of Pekin, blew a hole in the Great Wall of China, escaped assassination eleven times, and finally retired from Chinese affairs, in which he was adviser to the War Lord, General Chang Tso Lin, by flying to the Arctic Circle in a seaplane.

Like genial and bearded Hubert Wilkins, he came down in these regions and was believed lost, turning up when all was beyond hope.

Sutton is a born venturer, like Sir Douglas Mawson, Sir Hubert Wilkins, the great Steffansson—who, by the way, is a Britisher born and not American—and the Boy Scout Marr.

Similar to these men, he is also a great patriot. But that is true of every type of He-Man without exception.

To hear of Mawson and Wilkins, it is necessary to find Steffansson. "Steff"—again, not a large man—might be in Lincoln's Inn, London, or Lapland, or round the North Pole.

He has lived for years in regions called Polar. He was, in fact, the first man to "boost" such places as residential resorts, so exploding the theory that anyone who went far north was a hero.

"Fe[illegible] will visit the [illegible]

"A born adventurer—Sir Douglas Mawson"

"C. P. O. Howson, the best all-round instructor living"

"Who shall measure his influence?" Lord Lonsdale astride

Below "Shake hands if he liked you, and wither you with a glance if he didn't"—"Beety" Tweedmouth

e He-Men

But Steff has a habit of regarding the most superhuman of feats as ordinary events. He saw no reason, for example, why Wilkins should not fly over the North Pole or make it by travelling under polar ice in a submarine.

He is the guide, counsellor and friend of all modern Arctic and Antarctic explorers.

Even the great Sir Douglas Mawson is believed to consult him, which says much, because Mawson goes relentlessly his own course and he will certainly pursue it until he has painted as much red in the Antarctic as he can.

This singleness of purpose, however, is not unique among He-Men. It merely happens to be another of their great distinguishing traits.

People call them one-idea men. They justly abhor versatility.

They aim at the complete mastership of a single territory, whether it be sport, exploring, business, empire-building or nation-moulding, and they pursue their aim until they find themselves supreme in the chosen realm

This is strikingly evidenced in the careers of the super-men of business. Morris, for example, started in motor-cars and he will end his work among them. Sir Henri Deterding will never leave the oil world.

Here are two men who have every claim to a high place in the He-Man brood. Morris "bullocked" his way through difficulties that would have ended the careers of most men.

He is the English Ford, but one who contended with comparatively far greater difficulties than did the great Henry of Detroit and Dagenham.

There was a big World War, which came at the start. The Government, however, recognised the inestimable worth of Morris.

When it took over his first factory it made him manager at £400 a year. He earned that sum till war ended.

After that he had an industrial depression, still rampant, to contend with, tariff uncertainties, American competition. It seemed an odds-on chance that the man who is worth over £20,000,000 to-day should survive.

Henri Deterding was, of course, Dutch. When he first began to interest himself in providing the British Empire with oil he was still a foreigner.

Britain had practically no interests in oil when Henri got busy. By the time he decided to take out British naturalisation papers Britain owned as many and as large oilfields as America.

Britain, in fact, mainly through Deterding's Napoleonic drive, now owns half the world's oil, and America is left in the unfortunate position of being shut out from the ownership of oilfields outside the States.

They don't tell

This is a position possibly fraught with future dangers, but none the less remarkable and admirable, since it was all done by Sir Henri under the Yankee nose.

How was it done? No one knows. Few people, in fact, ever know how anything is done by He-Men until some time after the actual event.

It will be remembered that, as a vivid example, few people knew of Freyberg, one of the legendary heroes of the last war, until Sir James Barrie let the cat out of the bag during his renowned address on "Courage" at St. Andrews University.

Bernard Freyberg swam ashore under the Turkish guns, and lit the flares to guide our landing troops on that memorable night at the Dardanelles.

With equal unobtrusiveness, he tried later to swim the Channel, and failed one quarter of a mile from the English shore.

And among these men there is room to spare for many younger, but we have small space to chronicle their deeds.

A young man, who was a boy when war broke out, recently travelled through the air at about six miles a minute. His name was Waghorn.

Yesterday's glories—

All the athletic records of glorious yesteryear are tumbling down to-day because of such young men.

Many memories will enshrine fleeting Burghley, skimming his hurdles at Queen's Club, and frail, delicately stepping Lowe, who won his event two Olympic Games running.

And older ones are still with us, if not as active, certainly no less remarkable.

An old trader, whose life reads like a fairy tale, recently began to put some of his youthful deeds down into a book. His name is Aloysius Horn.

His book has become a masterpiece—which is a fair reflection of its author.

Keeping feudal state on his Cumberland moors, Lord Lonsdale lives on. Who shall measure the influence of this remarkable man on his generation and others that have followed?

On the Turf, in the boxing-ring, on the parade-ground — from where the story shifts down to the purlieus of the East End to the pearly kings and their donkeys.

There is no break anywhere in the strong steel chain forged in the best traditions of a race which has ever worshipped the strong, the brave, and the generous.

The links run through our hands and we name them. Men with titles, men from humble homes. Men famous, men almost unknown. But all He-Men.

And of such we may say that they moulded the quality and character of their age, and while we breed them there is nothing wrong with our race.

And, while we talk, the young men are coming along. They have not yet reared their heads above the ruck.

They will not be known until their honours are so thick upon them that they turn away in modesty.

—and, to-morrow?

There are many far spaces on the globe where these infants of a fame which they do not seek are "carrying on."

New nations are being made. Strange and savage races are being pursued into the ways and ideals of the great Pax Britannica.

There is work and plenty yet for those who are the sons of the men whom we have sent forth before as the best we breed.

In Britain many a fine fellow is doing the same thing in conditions which cramp him—make him think there is "nothing in it for those others whom he loves."

Sometimes the light seems dim. They go on until it blazes high, sinks and steadies to a beacon of hope for those who follow.

That is the real beauty of our elder He-Men, as it is of those who are following to-day, and will be leading to-morrow.

Oh yes. The He-Men are still with us.

Manikins rest the nerves, satisfy the palate, cost but 2d. apiece, and will give you more smoke-joy and pleasure than a handful of cigarettes or a pouch of tobacco.

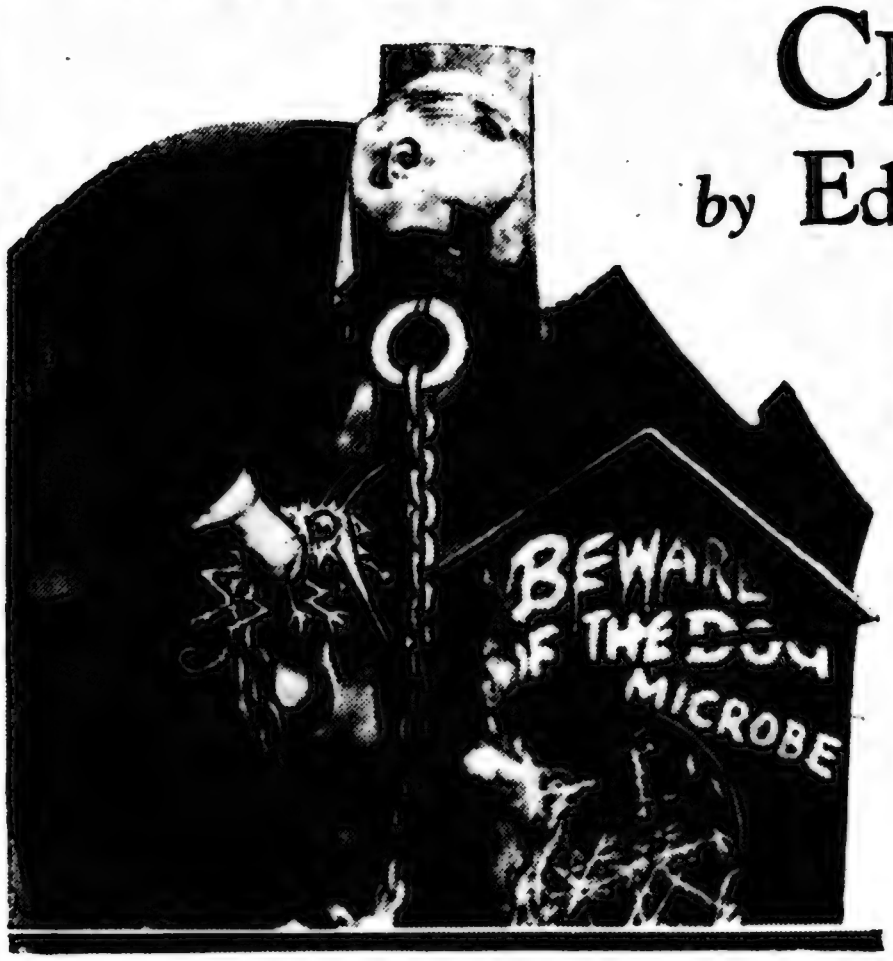
Here's real smoke satisfaction—cool, sweet and smooth as velvet—the fragrance of a mild Havana—the flavour of pure ripe tobacco without bite or sting.

MANIKIN
·CIGARS·
MILD HAVANA FLAVOUR
5 FOR 10D.
All Tobacconists Sell Manikins

A WIRELESS TRIUMPH
THE Graves 'Pulsion' 2-valve Set gives in perfection the National Programmes, and a wide choice of distant stations. Complete with Cabinet Loud Speaker etc. £7:17:6 Send 10/6 now, and 10/6 monthly. We have a 30 years character for straightforward trading. Catalogue Post Free.
J. G. GRAVES Ltd. SHEFFIELD

Worse than the WORST CRIMINAL

by Edgar Wallace



The kind of chain we want for the murder microbe—Edgar Wallace gets busy

I HAVE always thought that Scotland Yard and I knew something about crime and criminals. I've recently discovered that we both know very little.

There are certain men working day and night in Hampstead and Mill Hill who, if they had the time, could write "thrillers" that would make my best efforts read tame by comparison.

I couldn't even handle their finest material if they cared to offer it to me—which they are perfectly willing to do.

If any one of these men cared to call on the Commissioner of Police at Scotland Yard, hand him the latest list of the 400,000 people murdered annually in these islands, and ask him what he intended to do about it, the Commissioner would be compelled to answer: "I'm sorry, my dear sir, I am powerless to act in this matter."

Everything would be there to assist him. Piles of evidence. Expert evidence from some of the finest detectives in the world.

Exact and detailed descriptions of most of the slayers and samples of their work would also be available. And clues innumerable.

Still the Commissioner would be powerless to act.

These men of whom I am speaking are, of course, doctors. Their quarry is the disease-germ, the lawless citizen of the body, the slayer of millions. The battle against its ravages to life and limb is endless.

Scarcely a word

It began hundreds of years ago at the Mother Hospital, Barts, and it is continuing without ceasing there and in numerous other hospitals and research institutes throughout the country.

Now, very few of us lay public know anything about this work. If Scotland Yard rounds up a notorious criminal, we read all about it for weeks.

If the Scotland Yard of Health isolates a dangerous germ, a thousand times more harmful to society than the most sinister criminal, we are barely given the details.

Some of us might own to an odd interest in statistics and find out that the 1871-1880 average death-rate from whooping-cough was 12,453 annually, and in 1928 this figure was quartered, but who knows the names of those great detectives who have dealt so effectively with this disease?

Jenner discovered how to deal with the smallpox germ. Its casualties were once hundreds of thousands of people all over Europe. To-day the number of deaths in England is less than the number of people struck by lightning.

What a thriller could be written round this immortal crime case that led to the discovery of the culprit!

Finger-prints known

Jenner first tried his experiments to arrest the germ on his own son. Edgar Allan Poe wrote a masterpiece called "The Gold Bug."

It has been translated into every language. It would not compare with Jenner's story if it could be written in popular terms.

The infamous germ of smallpox is, of course, still at large, but the Scotland Yard of Health has reduced him to comparative impotence. His finger-prints are known to the police of medicine.

No sooner does he stage a come-back in crime than a broadcast warning is issued to the whole nation.

One in every ten adults over thirty, alive to-morrow, will be murdered by the cancer fiend eventually.

The campaign against the great criminal, the tuberculosis germ, continues with success, but his death-roll in 1928 was 36,000.

Foot-and-mouth disease is still costing the country tens of millions sterling. Here is another terrible slayer that performs without leaving a clue.

There are others. . . .

Now, here is something curious. Scotland Yard in Whitehall never has to ask the nation for alms.

We cannot imagine, for instance, the Commissioner of Police issuing a public statement to the effect that he cannot follow up clues and arrest a dangerous criminal because he is unable to pay the Flying Squad its wages and working expenses.

The nation would be galvanised by shock. Questions would be asked in the House. A special Money Bill would be passed. The Lord Mayor, if Parliament failed, would open a public subscription-list at the Mansion House in the interests of law and order.

But nothing like that could happen. Yet it is continually happening to hospitals. People seem unwilling even to pay the price of a detective-doctor's living and keep while he hunts the cancer-germ.

Ten years late

It is odd when we remember that the final apprehension of this "Jack the Ripper" will bring more security to more people in Great Britain than Scotland Yard could provide in a lifetime of existence.

We learn with mixed feelings that had we endowed a chair of research at some big medical school, like Barts, ten years ago we might have now discovered the criminal germ at the bottom of foot-and-mouth disease.

Hospitals, the police-stations of the medical-detective force, are always hard up. They seldom know where the money is coming from with which to carry on.

There are grave dangers attaching to such a state of affairs. Scotland Yard is the most efficient institution of its kind in the world.

But if through lack of means it were compelled to curtail some of its activity, we should soon know the result—to our cost.

The same applies to hospitals. It is only by continual vigilance that the criminal disease-germ can be kept down. Certain sections of the sinister community are ready to show their head at the slightest opportunity.

Diphtheria cases, for example, are increasing. They have been increasing progressively since 1924. In 1925 they reached the high figure of 61,134. The death-rate was 52.2 per 1,000 notified cases.

There is also a considerable increase in scarlet-fever. The number of cases in 1928 was 102,611, as against 84,450 in 1927.

It is no criticism of Scotland Yard to state that the country would be far better off without it than with our great hospitals.

At the most, the Yard deals with fifty or so murders a year. A hospital like ancient Barts, the Mother Hospital of England, deals with thousands of such cases.

Just as much murder

The simile is not strained if we call death from preventable disease "murder." It is just as much murder as an assassination by some unbalanced criminal.

Now, I have mentioned Barts often in this article. I happen to know something about this hospital. It is in a bad way financially. Its deficit for 1928 was £15,000.

It is our Mother Hospital, three years off its 800th birthday, and it has not even a single endowed chair of research.

As the National School of Medical Teaching, it is to the nation what Scotland Yard is to the great Metropolitan Police Force—the central organisation of public security.

We pay for Scotland Yard through our taxes. Barts is paid for only by voluntary contributions.

Money is urgently needed down at Smithfield now. Let us send there at once as much of it as we can afford.

A Shaving Secret

"What is the secret of the easy shaves you always get?"

"I use Myatt Blades. They are Daymarked. The days of the week are marked on every one. By turning the blade to the right day you use each edge in turn."

To this style of razor.

"Why does that make so much difference?"

"Regular periods of use and rest give the edges a chance to recover their keenness and temper."

"Are Myatt Blades more expensive?"

Supplied under exclusive Annual War Office Contract to the British Army.

"No, they're cheaper than most—only 3d. each—and British at that. But I've never found a blade to beat them for keenness and length of life."

Myatt

DAYMARK BLADES

1/3 IN PACKETS OF FIVE

2/6 IN PACKETS OF TEN

Sole Manufacturers:
W. J. Myatt & Co., Ltd., Argent Works, Birmingham

MYATT DAYMARK BLADES ARE 100% BRITISH
MANUFACTURED THROUGHOUT ON ENTIRELY BRITISH PLANT, WITH ALL-BRITISH CAPITAL, DIRECTORS, SHAREHOLDERS, STAFF, WORKPEOPLE, MATERIAL & MACHINERY.

She greets him with a cheery smile

SHE likes to be at her best when he comes home. Her day is a full one—looking after a home and the children. But she is always bright and cheerful in the evening.

What keeps her so fresh?—Wrigley's. She knows that if you keep your mouth fresh, you *feel* fresh. And the pure, cool flavour of Wrigley's Chewing Gum refreshes the mouth as nothing else can. Removes all trace of eating, drinking and smoking. Sweetens the breath.

The Wrigley habit—"after every meal"—is recommended by doctors and dentists. Because it aids digestion . . . and cleanses the teeth. A simple rule of health, of mouth hygiene, of efficiency.

In two flavours—P.K., a pure peppermint flavour—and Spearmint, a pure mint leaf flavour.

Only 1d. a packet—but the finest quality money can buy.

British made by British workmen with Empire materials.

WRIGLEY'S

1D PER PACKET

E.K.7

WHEN HUSBANDS LOVE...

Mary...

.....you're just wonderful.....

Ten Golden years we've had together. Even now, I hate leaving you each morning.

But needs must. The 9.6 won't wait.

Please pass that delicious Golden Shred.

After you. I love it best in all the world.

Golden Shred. Golden Head!

Cheerio! I'll soon be home again.

'Golden Shred'

the world's finest marmalade, made only by Robertson, from fresh fruit and pure sugar.

Do tidy floors mean untidy hands to you?

Shopping or visiting you naturally prefer your hands not to show obvious traces of housework.
Hard, work-lined hands are difficult to keep clean and in any way attractive.
Make them soft and keep them beautiful with

Glymiel Jelly

TUBES 6d & 1/-

Every Chemist can Supply

Boys who DAREN'T HELP FATHER

THE darker era of the child-slave of the poor is, happily, past. There are still cruel domestic instances of that slavery, as there are beautiful examples of the heroism of "little mothers," but there is no general exploitation of child-life in factory and pit.

The danger to-day is that we are beginning to fall over on the other side.

There are useful things that the children of needy households can do without harm to themselves.

Indeed, they would be better occupied—as we shall show—during the long hours of play in the wrong sort of environment.

Section 92 of the Education Act, 1921, states that "No child under the age of twelve may be employed in any way."

The notes on this Act, sent to parents for their guidance, say that these rules apply if the employer is the child's own parent and whether the child is receiving payment or not.

Now, the education authorities are not so foolish as to attempt the enforcement of the above regulation except where they believe a child is being cruelly treated.

But their inspectors have the right to make enquiries concerning all council school children, which amounts to almost the same thing as the right to enter a house.

These inspectors are legion, and the eye of the inspector has the property of a hawk's.

Rubbing it in

Each year it costs thousands of parents anything from 10s. to £5 in fines to realise this.

Children over twelve and under fourteen have slightly more latitude.

If they have obtained permission and been medically examined, they can indulge in "light household work" for two hours in the day at specific times, between seven and eight in the morning and 5.30 to 6.30 at night.

The same roughly applies to delivering newspapers.

When the school is open for three or more days a week, they may deliver milk, carry parcels, take messages, or do "industrial" work at home between 5.30 and 6.30 in the evenings only.

These rules are very strictly enforced. The authorities pride themselves on their stringency in the matter.

Their avowed idea is eventually to do away altogether with the employment of children while at school.

This extreme and meticulous care for the children has undoubtedly stopped many abuses that took place when parents and others employed their own and other people's children exactly as they liked.

But what it has made on the swings it is certainly losing on the roundabouts.

Mischief time

Marked injustices are being inflicted on the unfortunate parents. For here is indeed one law for the rich and another for the poor.

Just imagine a society mother being catechised by an inspector and told to explain how it was that her little boy was just seen crossing the street with a parcel.

Yet this is nothing unusual in the case of the less fortunately placed—as will soon be seen.

What exactly happens?

The child finishes school usually by 4 p.m. Elementary schools impose little or no home work, and even boys and girls of twelve and thirteen are only given work which takes them perhaps half an hour to do.

In hundreds of houses these children are not put to bed until ten and eleven, and often later.

Those under twelve have positively no distraction whatever to keep them out of mischief. And their seniors of twelve may only be occupied for one hour.

The parents naturally do not want children hanging about the house, fidgeting and making a noise.

Hire other children!

So they are sent out. They have no nurseries to play in, no parties to keep them amused. Their only playgrounds are the street and the pictures.

Most of their games are innocent enough, but they soon pall. Adventure lies along the route of mischief and worse in these courts and alleys.

And who can wonder when the materials of happy, healthy play are absent?

They are under no one's wing—policemen are not paid to be sports-masters.

Their parents will tell you many of them lament the fact that they cannot earn a few honest coppers during the six or seven hours of their leisure time.

Such are the children now being educated in a truly fitting manner to receive the "dole" as soon as they attain to riper years.

But what of the parents?

Some of the mothers and fathers are trying to eke out a slender living in small shops.

In many cases, where they have children under twelve who would be only too pleased to do odd jobs and carry parcels, they have to hire other people's children a trifle older, and pay out money which they can ill afford.

Woman fined

A few definite instances may illustrate the irritating and often disastrous effects of this well-meaning legislation.

A hard-working Englishwoman in the East End of London is trying to make both ends meet with a small paper-shop. Recently her husband was confined to the house with gout, while she was visiting one of her children in hospital.

Two evening newspapers had to be delivered to regular customers. Her boy of eleven took them.

Result: she was put before a woman magistrate, severely lectured on the evils of treating her son in this manner, and fined 10s. *or seven days.*

She just managed to scrape together the 10s. when the police came round to collect it.

Another newsagent, in the South of London, with two healthy sons of ten and eleven, had to pay 3s 6d a week each to two strange boys of twelve for delivering his papers.

These boys were offered a slightly better job by a laundry to carry parcels. The laundry people worked them rather more than the stipulated two hours a day, and they were stopped and their employers [illegible] warned.

Now they are both out of work and their parents and themselves [illegible] poorer.

A coster was fined £5 for allowing a boy under age to mind his barrow while a small dairy proprietress was fined for sending a bottle of milk by her young son three doors down the street.

Use common-sense!

Any small boy or girl seen with a parcel is immediately marked by the educational officials, who, of course, must justify their existence.

Costers never allow their children to hang about the stall if they should appear with a mug of tea.

They know that the mere presence near their barrows of a "child with the meaning of the Act will at once call forth an enquiry or a warning from the ubiquitous inspector.

Whether purposeful or not, the variable procedure is the more straitened the parents' circumstances, the more [illegible] enforcement of the rule.

Cities, towns and [illegible] authorities have power to carry them with by-laws. They should [illegible] wide discretion and impress upon the inspectors to do the same.

If not, bureaucracy will make harder upon those whose [illegible] already heavy—and it will manufacture the Dole Child.

"Nothing to do. Games soon pall [illegible] adventure lies along the route of mischief

CLAIM THIS FORTUNE

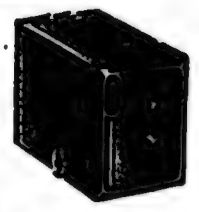
EVERYBODY, who turns to page 39 will learn something to his advantage. A fortune of 2,500 Guineas lies awaiting a claimant, and the reader who is to receive this staggering sum will be acquainted by telegram on Friday, May 30.

See that you claim this *Bullets* fortune for a few words.

'It's a serial story . . !

How clever of you to take your pictures one-two-three like these.'

As you go through life flowers spring up along the path. People you care for show themselves for a moment as you would like to remember them always. You come upon some scene of peace and beauty which it will be nice to think of in the strife and stir. Your Kodak, if you will let it, will gather these flowers for you. And unlike other flowers, they will never die and never even fade!



The No. 2 PORTRAIT "BROWNIE" *gives you "close-ups"—clear intimate head-and-shoulder portraits—or groups and distant views. Press a lever for the near shot, release it for the distant, that is all.*
Size of pictures 3¼ x 2¼ *ins. Price* 17/6.

Take a KODAK *with you*

PRICES FROM EIGHT AND SIXPENCE TO FIFTY POUNDS

"They don't need for ever watching now"

...writes a grateful Mother

That's what always happens when children really get the Lifebuoy Habit! Mothers see the change first, of course; but fathers notice the difference in the house as well.

The children are coming to rely upon themselves. Are less of a worry to mother. *Self-respect is growing.* You see, they've started to do something because they want to, not simply because they are told to.

You should get your own children into the Lifebuoy Habit now. For a little while see that they have a Lifebuoy wash the minute they come in from school or play. Lifebuoy's jolly, bubbly lather makes it just another romp. Before a month's up the habit will be firmly fixed. They won't even need reminding. And all the time you'll be easier in your mind — for Lifebuoy's health-element will guard them from chance infection.

The LIFEBUOY HABIT
for health and character

L471-13 A LEVER product

ZIP! It's fastened

Here's a good turn! The "Lybro" Boiler Suit with the ZIP LIGHTNING FASTENER, which saves time and trouble. No buttons to worry about—just put on the suit and Zip! it's fastened.

Be sure to ask for "Lybro" Boiler Suits because they are made from specially woven dungaree and are double-stitched to prevent tearing.

Your outfitter sells "Lybro" Boiler Suits in blue or brown. Insist on seeing the "Lybro" label. Price (with Zip Fastener which is rustless) 15/-

"Lybro Easy fit" Jackets	5/11
"Lybro Easy fit" Trousers	5/11
"Lybro Easy fit" Overalls	6/6
"Lybro Easy fit" Boiler Suits	9/11

If unable to obtain write to Lybro Ltd., Mount Vernon, Liverpool, asking for name of the nearest supplier.

Cut for Comfort — Made for Wear

LYBRO EASY FIT BOILER SUITS

The Roosters Sing the Praises of MILITARY PICKLE

Everybody is familiar with the merry songs and cheery backchat of the Roosters over the Wireless, and they will be interested to know that the Roosters are "MILITARY" Enthusiasts.

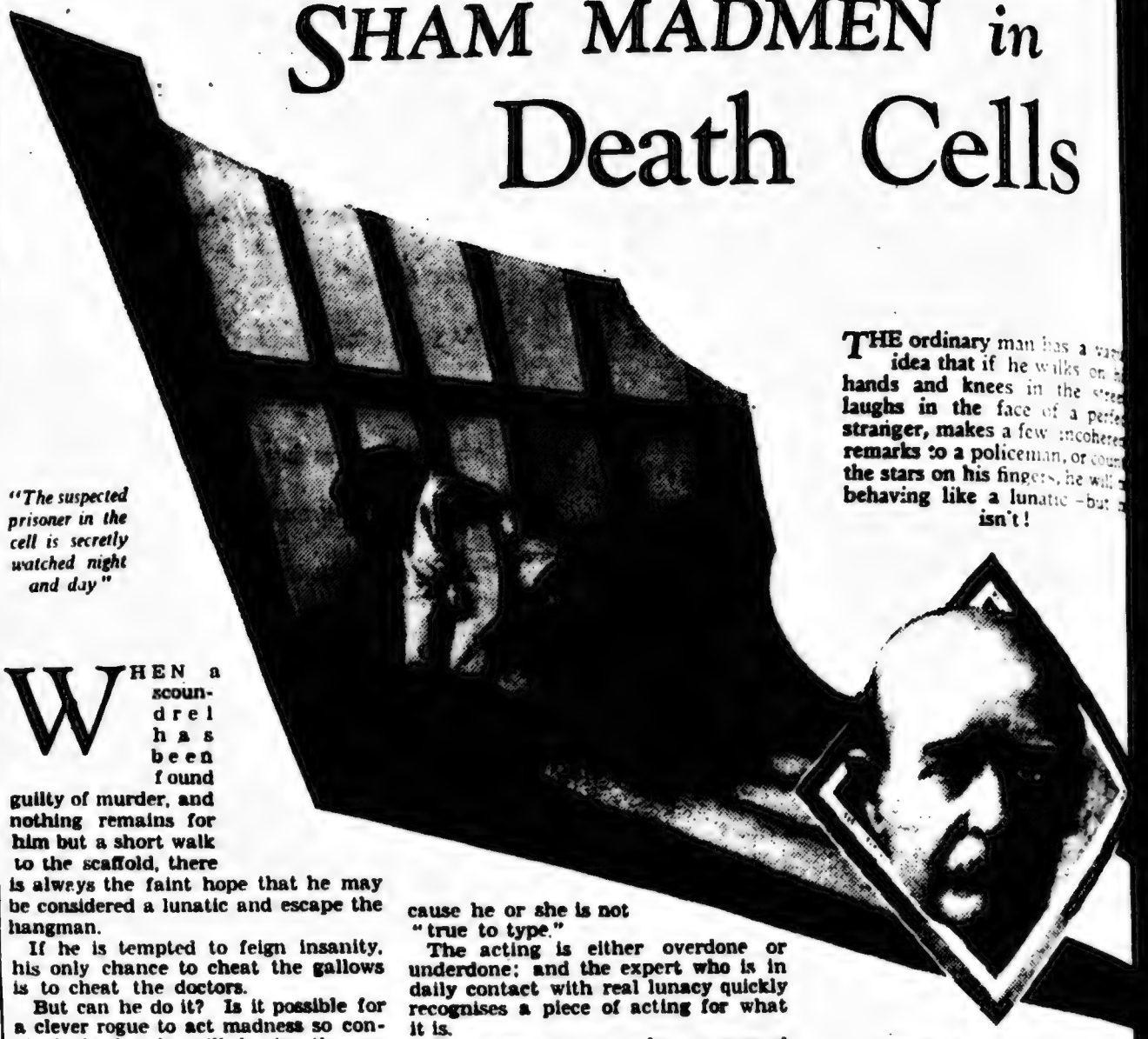
MILITARY PICKLE is the most popular accompaniment to all cold meat meals. It is made from selected vegetables, spices and pure malt vinegar, blended to a delicious, appetising flavour.

Of all Grocers, 10½d. & 1/6d. per Bottle.

HAYWARD BROS. Ltd., KENNINGTON, S.E.11.

Makers of the Famous Old English Pickles.

SHAM MADMEN *in* Death Cells



"The suspected prisoner in the cell is secretly watched night and day"

THE ordinary man has a vag idea that if he walks on h hands and knees in the stree laughs in the face of a perfe stranger, makes a few incoheren remarks to a policeman, or coun the stars on his fingers, he will behaving like a lunatic—but isn't!

Sir R. Armstrong-Jones is intimately acquainted with this problem

WHEN a scoundrel has been found guilty of murder, and nothing remains for him but a short walk to the scaffold, there is always the faint hope that he may be considered a lunatic and escape the hangman.

If he is tempted to feign insanity, his only chance to cheat the gallows is to cheat the doctors.

But can he do it? Is it possible for a clever rogue to act madness so convincingly that he will deceive the experts?

Without doubt, a sturdy criminal would prefer hanging to spending the rest of his life in Broadmoor; but the fact remains that hundreds of criminals awaiting trial have shammed lunacy in order to evade the punishment which is their due.

BY what tests can doctors determine whether the apparent lunacy of a prisoner is genuine?

It must be remembered that acting madness is an extraordinarily dangerous game to play.

If the imposture is discovered—as it probably will be—the prisoner has given a strong proof of his guilt.

Insanity may be the result of the crime, and not its cause.

A man may be coldly sane when he commits a murder; but the effect of his action, added to the long strain of the trial, may produce genuine insanity.

Nevertheless, he is still punishable by law, and therefore a feigned insanity *after the crime* will not save him.

There are cases on record of men who have shammed madness with such diabolical success that they have become genuinely mad—a game which defeats its own purpose.

A genuine lunatic is always convinced of his own sanity and will often talk eloquently for hours to show how admirably sane he is.

The impostor is usually willing to be regarded as mad, and will sometimes proclaim his madness in court.

"I WAS mad when I did it," declared a criminal not long ago when his guilt was fairly proved. He received ten years.

There was another case of a woman—a born actress—who put on a wild look during the trial, made weird noises from time to time, turned her back on the judge, answered questions in meaningless gibberish; but she refused to plead.

A true lunatic scarcely ever refuses to plead, and subsequent examination convinced the doctors that the woman was acting all the time.

The impostor is often detected because he or she is not "true to type."

The acting is either overdone or underdone; and the expert who is in daily contact with real lunacy quickly recognises a piece of acting for what it is.

Years ago, of course, lunacy seemed to be a mass of inconsistencies, incongruities and absurdities, without any sort of method in it.

The subject of lunacy has been reduced to a science, with definite symptoms which can be classified and explained.

Only an exceedingly well-read psychologist could give an exhibition of mania which would deceive the doctors, and even he could not keep it up for long.

In some cases, it may be the result of physical illness like Bright's disease, syphilis, or gout; in others it begins with mental shock, a sudden bereavement, a fright, prolonged worry, or intense disappointment.

There should be some definite source of the insanity which the specialist will try to unearth.

The criminal who hopes for escape on the grounds of assumed insanity will need reliable witnesses who can produce evidence of his madness before the crime, and who will be able to explain the cause of his affliction.

YET he himself must deny his insanity and fight desperately to prove that all his witnesses are false.

It is an awkward predicament for the impostor.

But the most convincing tests come from secret espionage within the prison. The person suspected of shamming is watched for hours, night and day, without being aware of the fact.

A criminal may act madness before the jury and in the presence of warders, but when he gets alone he throws off the mask and behaves like a normal man.

The acting is an enormous mental strain for which solitude is the only relief.

The impostor invariably sleeps soundly because he is fagged with the effort of pretence; but the genuine lunatic frequently suffers from insomnia.

Even the cleverest of criminals, endowed with the necessary scientific knowledge, cannot fight too long against nature. Once he has fallen into a profound sleep he gives himself away completely.

Writing is another method of covering the state of a man's m

The congenital idiot or imbecile not write at all, and th dementia repeats words and p constantly—as he does in talking cause his memory cannot carry the end of a sentence he has

The melancholy type of lun does not answer question begin to write if the pe are left in his cell.

He will write long p governor of the pris friends, and he often mas

His work is closely scru experts, partly because th is often an index to the because the connected wise, of the matter pro the coherence of the

A man pretended to could not be caught ou methods of sudden calls pers; but he gave himself pletely by writing.

He made a number spelling, but the mistak to sound impressions of

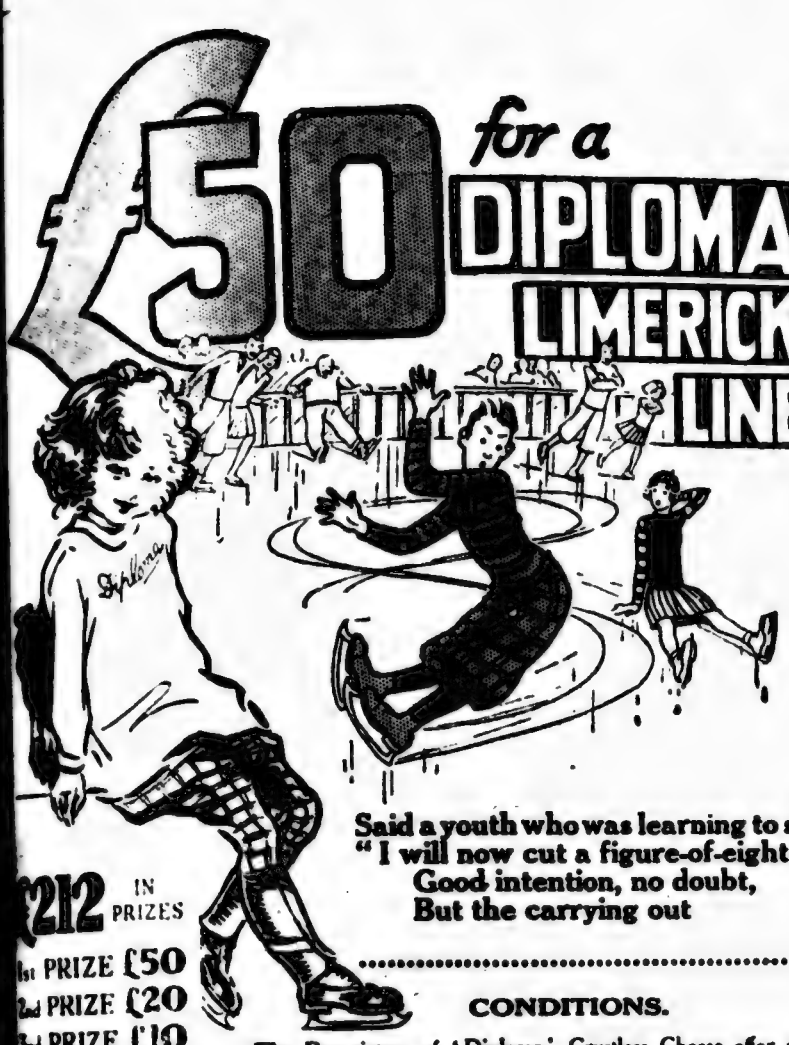
A genuine deaf-mut "often" as "oftem" or if he writes "offen" or probable that he knows th the word.

In a similar way, the impostor affects insanity by writing as a hatter, mad as a M I'm going to kill people dred! I'm going to kill mother, all my sisters, all (forty-seven of them), and all members of the Cabi there's a full moon!" tending.

FINALLY, every man is presum to be sane and the sible for his actions trary is proved.

Clever scoundrels have imposed u experts in the past, but nowadays th chances of dodging the rope by get into the strait-jacket are extrem small.

£50 for a DIPLOMA LIMERICK LINE



Said a youth who was learning to skate,
"I will now cut a figure-of-eight."
Good intention, no doubt,
But the carrying out

£212 IN PRIZES

1st PRIZE £50
2nd PRIZE £20
3rd PRIZE £10
4th PRIZE £5
5th PRIZE £2

250 PARCELS
each value 10/-
of DIPLOMA PURE FOODS

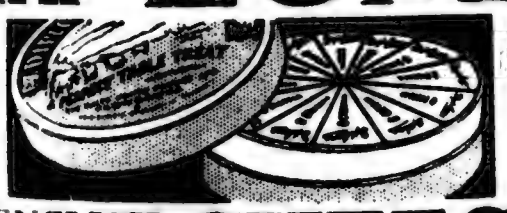
CONDITIONS.

The Proprietors of 'Diploma' Crustless Cheese offer a first prize of £50 and other prizes, as stated, for a best last line to this Limerick. Write your last line on a piece of paper and attach the small coloured label from a portion of 'Diploma' Crustless Cheese (either Cheddar, Cheshire, or Dunlop), or label from 'Diploma' Milk or 'Coronet' Milk. Send as many attempts as you like, but to each must be attached a label. The Managing Director's decision is final and legally binding. Address to

Competition: (Dept. 7)
WILTS UNITED DAIRIES LTD., TROWBRIDGE.

Closing date: Entries must reach us not later than Friday, May 16, 1930.
Result: A complete list of winners will be forwarded by post to every competitor.

DIPLOMA



Cheddar or Cheshire

6, 8 or 12 portions 1/4½

The ENGLISH CRUSTLESS CHEESE

Made only by WILTS UNITED DAIRIES LTD., TROWBRIDGE, WILTS.

HAIR FREE LIMBS

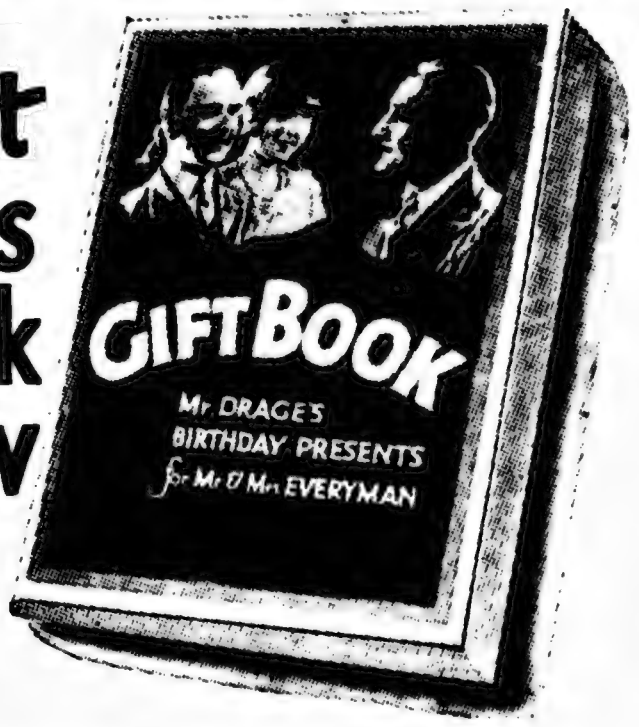
SIMPLY WASH AWAY THE HAIRS

There is nothing more repellent to a man than a masculine growth of hair on the limbs and arms—it robs a woman of every vestige of daintiness and charm. Remove this disfigurement which breaks romance and spoils your happiness and joy. Never use a razor, which only makes the hair grow coarser and thicker, and avoid ordinary "smelly" depilatories which often cause discoloration of the skin and ugly blemishes. More than two million women have found in Veet the most pleasant, the most perfect hair-removing cream in the world.

You simply spread this dainty perfumed cream on straight from the tube, rinse off with water—every vestige of hair is gone completely—the skin is left as soft as a child's, and the reappearance of the hair is delayed indefinitely. Entirely satisfactory results are guaranteed in every case or money refunded. 1/6 per tube at chemists, hairdressers and stores.

DRAGES
EVERYMAN BIRTHDAY CELEBRATION CONTINUES

Get this book now



So widespread has been the response to Mr. Drage's Birthday Gift Offer on the occasion of the 7th Anniversary of the first Everyman Advertisement—that Mr. Drage has decided to continue the celebration for a few days longer.

With every order taken before Whitsun a beautiful free gift of furniture will be given. The Gift book, which will gladly be sent you free and post free, on request, tells you all about the wonderful selection of free gifts. And for all approved accounts the Drage 50 Pay Way terms are available—**more than 4 years' credit.** Thus:

10/- monthly buys £25 worth of furniture
20/- monthly buys £50 worth of furniture
40/- monthly buys £100 worth of furniture

and so on. And no deposit—which means all the furniture delivered free on payment of just one monthly instalment.

★ **COUPON.** *Please send me the Free Everyman Gift Book.*

NAME .....

ADDRESS .....

J.B. 10.5 .....

Cut out and post this in ½d. stamped unsealed envelope to DRAGES LTD., 230, HIGH HOLBORN, W.C.
Open daily 9 to 6.30. Closed Thursday 1 p.m.

OPEN ON SATURDAYS UNTIL 6.30 p.m.

HELP your dog to obey his natural urge to condition himself for summer heat.

NATURE has not protected the dog against heat, for his non-porous skin prevents him perspiring to lower bodily heat and clear impurities from the blood.

Restricted exercise in Winter creates impurities in the blood, and in Spring the dog's natural instinct is to search for the blood correctives which Nature has provided in the grasses of the countryside. The domesticated dog, however, must depend entirely upon his owner.

You should do what all experienced Breeders do, put your dog in fine condition NOW by giving him Bob Martin's Tasteless Condition Powders, which remove all impurities from the blood and tone up the whole system. Bob Martin's Condition Powders are *quite tasteless* and can be given with food, in milk or dry on the tongue.

Since 1892 the best-known Doggie Remedy

BOB MARTIN'S
TASTELESS CONDITION POWDERS

6d. per packet of 6 powders from dog biscuit shops and Chemists

Bob Martin's Tasteless Condition Powders cure and *prevent* all ailments due to poor blood condition, such as *Listlessness, Excessive Scratching, Loss of Appetite, Eczema and Shedding Coat irregularly.* Made (since 1892) by BOB MARTIN, LTD., Southport, Lancs.

CONQUER INDIGESTION

BY QUELLING STOMACH ACIDITY

ANY doctor will tell you that normally the juices of the stomach are slightly acid, but that an *excess* of acidity upsets the whole digestive process, causing fermentation, heartburn, flatulence, palpitation and pain. Therefore, the way to overcome indigestion is to neutralize excess acidity, and this is best accomplished by taking 'Bisurated' Magnesia. This instantly neutralises excess acid, prevents fermentation and makes the stomach contents digestible. It also soothes and heals the inflamed stomach lining, thus repairing damage done. 'Bisurated' Magnesia is the logical stomach remedy which removes the cause of indigestion. Prove this yourself by getting a 1/3 package of 'Bisurated' Magnesia powder or tablets from your chemist.

'BISURATED' MAGNESIA

invaluable for INDIGESTION, DYSPEPSIA, GASTRITIS, FLATULENCE, WIND, HEARTBURN or ACIDITY.

Make your own Cigarette & see what you save.

ALWAYS USE A.G. CIGARETTE PAPER BEST & PUREST

REAL LIFE STORIES
by famous Authors

At SECOND Sight

***NOVELISTS** display remarkable ingenuity in bringing their heroes and heroines together. But this story shows that they cannot beat real life!*

by
MARGERY LAWRENCE

Illustrated by René Beauchamp

PEOPLE are very fond of exclaiming, on reading a piece of fiction, that "such things don't happen in real life." The odd part of it is that such things *do happen*, and are continually happening, in real life.

A novelist myself, I would still swear that the most extravagant of imaginative writers could not invent anything that would exceed the amazing happenings in the lives of many people.

Here is a true love-story of a friend of mine whom I have known since childhood, so I therefore have first-hand knowledge of its authenticity.

If I tell it in the form of fiction, it is simply because it is in that form, it seems to me, that it will seem most vivid and actual.

• • •

CELIA Ferguson was travelling to the Continent with her parents for a short trip. She was barely eighteen, and greatly excited at the prospect of seeing France for the first time.

The Fergusons were quiet, charming, North Country people, and as the trip from their native county was a longish one, and Mrs. Ferguson delicate and easily tired, they decided to spend a night at Dover before crossing to France next day.

Being, I repeat, quiet people, they chose the quietest hotel they could find, which happened to be a quaint old place in a back street, at which Celia, who was, like most young things, ambitious to start "seeing life" as soon as possible, grumbled violently.

It was a rambling sort of building—in truth, several houses run into one, and the corridors a rabbit-warren of muddling turns and steps and corners.

The rooms were low-roofed and the beds soft; indeed, the whole place well run and comfortable, albeit it boasted but few bathrooms, and these tucked into most inaccessible places.

All this took place about twenty years ago, when a bathroom to each bedroom was a phenomenon all but unknown, and certainly not one that one ever expected to meet as a matter of course, as we do to-day.

The dining-room was a long, rambling room, with aspidistras in the little bay windows, Nottingham lace curtains, upright Windsor chairs flanking small tables, each centred with a huge, metal cruet.

A gloomy iron framework hung from the ceiling that sprouted unexpectedly into six round, white gas-globes that gave out a faint and defiant hissing over the crowded room.

The fact that it was crowded was a faint consolation to Celia, who stared about her, as she ate her tepid soup and boiled codfish, with vast interest and curiosity.

There were various family parties, a few scattered "elderlies," and at a corner table a group of young men, who glanced at Celia as she entered with passing interest, since she was pretty enough, flushed with excitement and the shyness she tried very hard to hide.

Naturally enough—although Mrs. Ferguson, being of the old school, prefers to believe that really nice women are entirely uninterested in men as a sex, would doubtless have been horrified had she been told that the young lady's interest promptly came centred in the said group of youthful males.

She studied them furtively as she ate, feeling slightly disappointed that after the first glance or two, they devoted themselves to their dinners and paid her no more attention.

Save one, a sullen-looking young fellow, who evidently prided himself

(*Continued on p. 30*)

Strained Nerves are Starved Nerves

THE rush and hurry of modern life result in nervous strain and loss of vitality. You become "run-down" and "nervy." The cause is simply that the wastage of the nerve cells and tissues has not been made good by a sufficient restorative material.

Worn and strained nerves are starved nerves. Only from nourishment can that restorative material be obtained, and from no other source can be obtained such a wealth of nerve-restoring nourishment as from "Ovaltine."

This delicious beverage is prepared from creamy milk, malt extract, and eggs from our own and specially selected farms. Eggs are particularly valuable because they contain those organic phosphorus compounds which are essential for building up the brain and nerves.

"Ovaltine" is also the most economical in use and the cheapest in cost. The enormous demand has effected economies in manufacturing costs. In accordance with the principles of the proprietors all these savings have been passed on to the consumers in lower prices.

Drink delicious "Ovaltine" at and between meals instead of tea, coffee, etc. Feed your nerves with the nourishment they need and you will be able to forget them.

'OVALTINE'

TONIC FOOD BEVERAGE

Builds-up Brain, Nerve and Body

Prices in Gt. Britain and Northern Ireland, 1/3, 2/- and 3/9 per tin.

P614

"John Bull" Guarantee.

EVERY article advertised in "John Bull" carries with it a "money-back" guarantee.

All foods, food products, toilet preparations, medicines and drugs, and other articles capable of a laboratory test which have been approved by our experts are marked— In the case of medicines and drugs we guarantee that if they are taken or applied according to the directions they will have no injurious effects.

Naturally this guarantee applies only to manufactured articles, but every care is taken to satisfy ourselves as to the bona-fides of all advertisements in "John Bull." Any complaint must reach us within one month from the appearance of the advertisement in "John Bull" and in the case of dispute the decision of our Managing Director shall be final.

ODHAMS PRESS LIMITED, Proprietors of "John Bull."

The magic Stamp

Buy a magic Savings Stamp,
Stick it on your card—
SIX-PENCE WEEK-LY
It isn't very hard.

Ten years roll away—
How the money's grown!
FIF-TEEN POUND-NOTES
All your very own.

NATIONAL Savings STAMPS

National Savings Stamps (6d. each) can be bought at a Post Office or through a Savings Association. 32 Savings Stamps can be exchanged for a National Savings Certificate which gives a profit of 50%, in 10 years.

USE A GOOD RAZOR

AND USE A GOOD SHAVING SOAP · THEN SHAVING IS SIMPLE, SPEEDY AND SMOOTH

SILVER STICK 1/-

GOLDEN STICK 1/3

"SPEEDISHAVE" POWDER 1/6

(All prices U.K. only)

Specially Made to Soften Beards

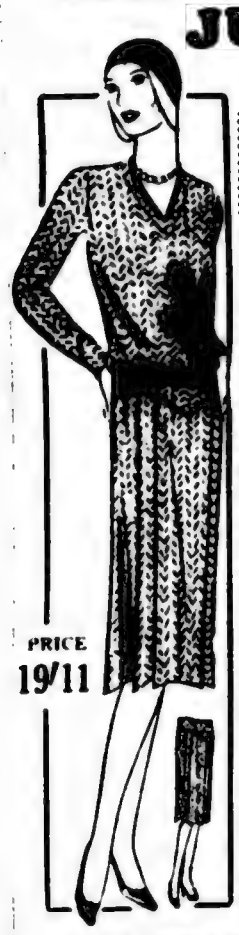
PEARS

A & F · PEARS · LTD · ESTº 1789

PRS.62.14

DON'T SPEND YOUR SAVINGS
BUY BLANFORD'S WAY.

WONDERFUL
WOOL AND SILK
JUMPER SUIT



FOR 1/- DOWN

UNRIVALLED VALUE. A BEAUTIFUL GARMENT AT A REMARKABLY LOW PRICE.

WE can boast that no other house will be able to sell such a beautiful garment at such a remarkably low price. We are taking the whole of a manufacturer's output of this high-class 2-piece Jumper Suit, and we can recommend each Suit to give every satisfaction. Price 10/11. OS and XOS 4/6 extra.

They are made of finest Quality Botany Wool and artificial silk, in a very new herring bone pattern. Unshrinkable and cut on graceful, easy lines. The latest model yoke skirt, with box-pleated front, can be worn with blouse or jumper. Contrasting coloured striped jumper in shades of Navy, Air Force Blue, Cream, Mid Green, Fawn, Light Brown, Bottle Green and Maroon.

The make is equal to a £3/3/0 model, and we ask you not to judge the garment by the price, but send for it, examine it, and you will be delighted. If you are not satisfied we will refund your deposit.

Send 1/- (no further payment required until you have had the garment one month) and agree to pay 4/- per month.

PRICE 19/11

WE CAN SUPPLY YOU WITH ANYTHING YOU WANT. SEND FOR OUR ILLUSTRATED FREE CATALOGUES.

John Blanford DEPT. J. B. H.
1, 3 & 5, BATH ST., CITY ROAD, LONDON, E.C.1

WHITELEY'S
FAMOUS KILDARE CYCLE

8/9 NOW

CASH PRICE £5/15/0

Every component part of this 1930 Model is British made and is therefore of thoroughly reliable quality

CHROMIUM, NICKEL and ALL-BLACK FINISH
COMPARE THIS SPECIFICATION

DUNLOP TYRES AND RIMS
LYCETT 3 COIL SPRING SADDLE
RENOLD CHAIN ½" PITCH
STURMEY ARCHER 3 SPEED GEAR
OILBATH GEARCASE, EQUIPPED TOOLBAG, TOOLS, OILCAN, PUMP AND REFLECTOR

Other models from £3-19-6 cash or 6/- monthly
Write for Catalogue H.

WM. WHITELEY LTD.
CYCLE & MOTOR CYCLE DEPT. 3RD FLOOR
QUEENS ROAD, LONDON, W.2

LATEST NEWS!
Have you heard it? It makes a big difference in the smoker's budget. You can save 3½d. out of every shilling by rolling your own cigarettes with
ZIG-ZAG
CIGARETTE PAPERS

"At Second Sight"

Continued from page 28

upon a dark moustache—I repeat, this was in the years before gigolos and screen-stars had taught us to prefer the countenance of man devoid of its natural decoration.

He stared persistently at the Fergusons' table, and, flapper-like, Celia could not resist glancing at him once or twice, with a little, demure half-smile, until he smiled openly at her, and, in a sudden panic, she froze into propriety again, and turned her back.

The young men finished their meal and clattered out, and Celia spent a boring evening yawning over ancient copies of the *Illustrated London News* and the *Graphic* in the stuffy old drawing-room, with its slippery, red Utrecht velvet chairs and ugly Victorian hangings of green rep edged with dusty ball-fringe and tassels.

The air from the sea had made Celia sleepy, and she was not sorry to get to bed.

Her bedroom was some way distant from her parents, at the end of a short corridor, and as she shut the door she ruminated idly on the possibility of mistaking her way to her parents' room should she want to rouse them.

IT was a stuffy night, and the room hot and airless. After sleeping for a little, the girl awoke, restless and thirsty, and, slipping out of bed, went to the wash-hand-stand for a drink of water.

But the carafe was empty, and there was no such thing as running water in hotel bedrooms in those days.

So, with a sigh of annoyance, Celia wrapped her fluffy, pink dressing-gown about her, and went out into the dim-lit corridor.

The nearest bathroom, she remembered, was not in the main corridor—one went down several steps, turned to the right, and there it was, tucked away in a tiny corner.

She reached it thankfully, and having satisfied her thirst and bathed her face in clear, cold water, turned away to find her room once more.

Turn to the left this time, up a few steps, and along the main corridor—then there was a short corridor, and her room was at the end.

Yawning, she turned the handle of the door—and walked into a strange room!

And before she had time even to grasp her appalling mistake, there arose from the fireside, with a delighted grin, the young man with the dark moustache, who had smiled at her in the dining-room.

Celia's head reeled—quite literally. For a crazy moment she thought she must be dreaming, so certain had she been that was her corridor, this her room.

Lamely she stammered excuses, knowing, from his grin of derision, how unconvincing they sounded.

She fumbled with the door-handle, but for the moment, after the maddening manner of such things, the latch stuck, and as she fumbled, with one stride he came over to her and set his back against the door.

In a flash of horror she realised that he was drunk—exceedingly drunk.

Panic-stricken, she pulled herself together, and with as much dignity as she could muster—which was not much, in a pink satin dressing-gown and ruffled slippers, with her hair hanging in two ribboned pigtails over each shoulder—requested him to move from the door.

HIS answer was to turn the key in the lock, slip it in his pyjama pocket, and put his arm round her waist.

But at that touch, the first definite hint of danger, Celia lost her head, and struck out at him fiercely, panic-stricken.

She just retained sufficient self-control not to scream, dimly realising, as she struggled and prayed, that any scandal would break her parents' hearts.

Exhausted, terrified, she fought his arms, his seeking hungry lips, like a young tigress, literally praying that something, some chance might come to save her—and the chance came.

The wash-hand-stand stood beside the door, and upon it a heavy blue and white china washing-jug, standing in a basin.

Flushed and heavy with drink, he was unsteady on his feet, and as they swayed and struggled he caught his foot in a fold of the carpet, loosened his grip on her, and fell.

In a flash she broke away, and snatching up the heavy jug, brought it down, careless of where it struck.

It caught him halfway between shoulder and ear. He lay flat, motionless at her feet.

Quivering with terror, she forced herself to roll over the motionless figure, take the doorkey from the pyjama-pocket, and opening the door carefully, she slipped out and away.

Mrs. Ferguson could not imagine what had come over her daughter next morning to make her so white and nervy, and twice reproved her sharply for staring at the group of young men in the corner table—a group from which one was missing; a young man with a dark moustache.

The Fergusons duly left for France by the eleven o'clock boat; but for as long as she dared, Celia hung about the entrance-hall, dreading yet longing to see the stranger appear, remembering, as she did with fresh panic every time she thought of it, that still form face downwards on the carpet.

ROBERT GRAVES

raised a storm of controversy when he wrote "Good-bye to All That." He writes a true story for "John Bull" next week

"The Scottish Devil"

Had she killed him? [illegible] and it was found out, [illegible] that she had to do it [illegible] Was she a murderess, or was he [illegible] badly hurt. Oh, if she could only find out!

But the boat sailed, [illegible] no hint in any papers of [illegible] found dead in mysterious circumstances," and at last Celia's [illegible] quieted down.

* * *

TWELVE years later [illegible] Celia of eighteen was a [illegible] of thirty—charming, [illegible] matured, a very different creature from the shy [illegible] schoolgirl of yore—she was [illegible] Ceylon with a married [illegible]

It was a gay life, with [illegible] dancing, tennis, riding and [illegible] among the many admirers that flocked about Celia was a certain [illegible] called Stevens; a tall, [illegible] of about thirty-eight, [illegible] lean and attractive.

After Celia's arrival [illegible] took no interest in anyone [illegible]

To cut a long story short, [illegible] speedily became engaged and [illegible] before their marriage, [illegible] of lovers, were sitting [illegible] shadiest part of the garden [illegible]

They were talking [illegible] before they met; luxurious [illegible] do, in laying bare to each other [illegible] faults and failings. [illegible] pleasure of being [illegible] or forgiven.

SAID he soberly: "I [illegible] an awful young [illegible] a lad. I used to drink like a fish, until I got [illegible] sobered up. Tell you [illegible] like?

"It was in a scrubby little hotel in Dover. There was a girl, quite a child, a flapper, who missed her way one night and came into my room.

"I was drunk, and behaved like a cad, till she sloshed me with the water-jug. I've been ashamed of myself ever since."

Celia stared at him, speechless, between laughter and tears.

"Oh, no—it can't be true! It is—of course!—the man I thought I murdered."

* * *

It only remains to be said that they duly married and lived happily ever after, still, to date, living happily ever after.

We're Happy, Too

"I'M the happiest woman in Birmingham," said Mrs. Tanswell, of 8, Heath Street, Dudley Road, the winner of our £500 Crossword Puzzle No. 59.

We are happy, too, that the prize has fallen to a brave little woman; her story is that of the most loyal of wives.

Her husband is a printer, who has struggled for the last seven years to make his business pay. Now the struggle is over, for the money is to be invested in the business.

"No one knows how glad we are to have this money," says Mrs. Tanswell.

"My husband came back from the war penniless and without a pension. I had managed to earn some money to help him start a printing business here. . . .

"We've not been able to have a holiday for the past seven years, but now we shall be able to go away for a little while and have a good rest. It's good to know that our hard times are now over."

Mrs. Tanswell laughingly remarked that she made twelve mistakes on one of the coupons, and added:

"My husband and I admire immensely the fairness with which the competition is run. We shall both be everlastingly grateful to your paper."

With a friendly tilt at her husband, she remarked, "Ah, it is the women who have the brains," and they both laughed together.

"You can always depend on a really good smoke with CAPSTAN"

WILLS'S

CAPSTAN

NAVY CUT
CIGARETTES

Mild, Medium & Full Strengths

For the Pipe Smoker
"CAPSTAN" CURLY CUT
1-oz. foil packets 1/- 2-oz. airtight tins 2/-

CC 202

Active Again!

Gone . . . the crippling effects of that sudden strain, thanks to the **BROOKS APPLIANCE**

Has it happened to you . . . that sudden snap of the abdominal tissues with its accompanying pain and disablement? If so, write to **BROOKS** and find out about their wonderful Rupture Appliance. It makes it safe for you to run and jump about; literally puts you "on your feet" again.

TEST IT FREE
AT OUR RISK

Without risking one penny, try for yourself the **BROOKS APPLIANCE** under our Free Trial Offer and Money Back Guarantee. Thousands have benefited in this way; so can you. People who thought a cumbersome steel spring truss round their waist was the only way, express amazement at the way the **BROOKS RUPTURE APPLIANCE** goes right to the root of the trouble. Be fair to yourself. Send in the coupon **NOW.**

FREE INFORMATION COUPON
BROOKS APPLIANCE CO., LTD.,
(468R), 274, Deansgate, Manchester.
(468R), 80, Chancery Lane, London, W.C.2.

Please send me, without obligation on my part please send me by post, in plain wrapper, your illustrated Booklet and full information about your Appliance for Rupture, and your trial offer. **Please write plainly.**

Name .....

Address .....

.....

If you are Stamp Insured, please give here the name and address of your Approved Society.

.....

.....

A GIBBS SHAVE INCREASES YOUR FACE VALUE

A lather's ambition

That always-moist rich creamy lather of Gibbs famous British Cold Cream Shaving Cream isn't satisfied with just giving you the easiest shave you ever had. It does all that—and more.

Gibbs Cold Cream lather heals and comforts the skin—as the razor sweeps the softened bristles cleanly away at skin-level.

The after effects of a Gibbs shave are delightful. You feel refreshed—your face feels fit. And that sense of well-being lasts all day.

Both Gibbs Shaving Cream and Gibbs Shaving Stick give you the delightful Gibbs Cold Cream Shave—the British Shave.

GIBBS SHAVING CREAM	1/- & 1/6
GIBBS SHAVING STICK	1/3
Refills	10d.
GIBBS SHAVING BOWLS (Ebony Finish)	2/6
WOODEN BOWLS	1/6 & 2/6
Refills	1/-

JB

Prove the delights of a Gibbs Shave. Send 6d. for generous Trial Samples of Gibbs Shaving Soap, Tube and Stick. Both are good, but you can't tell which that you can choose which you like best. Send 9d. in stamps under cover of sealed envelope to

14 days FREE trial

D. & W. GIBBS, LTD. (Dept. 153V), LONDON, E.1

Name .....

Address .....

.....

PLEASE WRITE IN BLOCK LETTERS GS 41d

Cultivate the habit of reading the advertisements in "John Bull" week by week. You will profit by it.

FREE CASH PRIZES.

£212 in prizes for "Limerick" last lines. The proprietors of "Diploma" Crustless Cheese offer £10, and other prizes, for the best last line to a 1st prize of £50, 2nd prize, £20, 3rd prize, the limerick appearing in the advt. no page 27. Write your last line on paper and attach the small label from a portion of "Diploma" Crustless Cheese, or a label from "Diploma" or "Coronet" Milk. Note the closing date, which is Friday, May 16, 1930. Send your attempt NOW! Be sure to mark your entry Wilts United Dairies, Ltd., Dept. 7, Trowbridge, Wilts. Enter at once.

6/- NOW

GRAVES 'ROYAL SLEUTH' SINGLE SPEED CYCLE is unrivalled in Quality and Excellence, & is by far the Finest Value in the World

From start to finish it is of most dependable quality every component part being of proved merit.

GRAVES SUPREME VALUE.
DUNLOP ROADSTER TYRES.
DUNLOP WATERPROOF SADDLE.
RENOLD CHAIN, HALF-INCH PITCH.

Pump, Tool Bag Spanners Oilcan

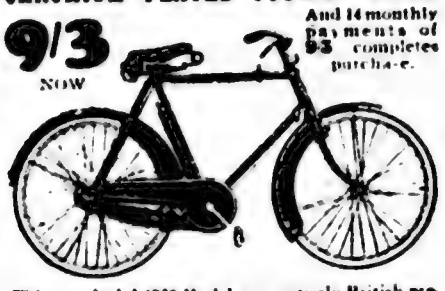
Frame is rust proofed, enamelled Black and Coach lined (or All Black if desired). Ladies' or Gent's Model same price. Carriage Paid **£4.10.0**

TERMS: Send 6- now and complete purchase in 14 monthly payments of 6- if fully satisfied.

CATALOGUE OF THREE-SPEED MODELS, HUB RACERS, etc., POST FREE.

J. B. GRAVES Ltd. SHEFFIELD

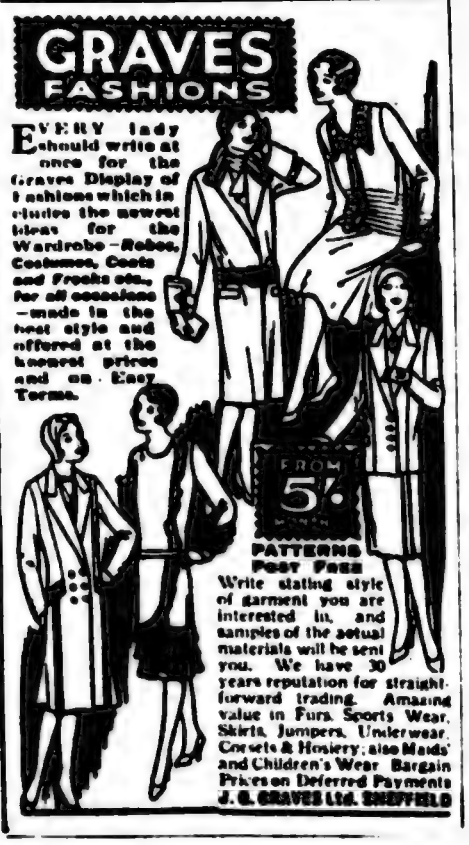
SELFRIDGE'S
CHROMIUM PLATED TOURIST CYCLE
9/3 NOW
And 14 monthly payments of 9/3 completes purchase.



This wonderful 1930 Model is an entirely British product—British made and is therefore of thoroughly reliable quality. It is excellently finished and of the very latest design. All Bright Parts Chromium Plated
COMPARE THIS SPECIFICATION
DUNLOP ROADSTER TYPES. | STURMEY ARCHER 3-SPEED.
DUNLOP WATER-PROOF SADDLE. | OILBATH GEAR CASE.
RENOLD Half-inch PITCH CHAIN. | VALANCED MUDGUARDS.
CASH PRICE £5.19.6 GUARANTEED 50 YEARS.
WOMEN'S MODEL £6.5.0 9/6 NOW and 14 payments of 9/6
Send at once for Illustrated List to Dept. J.B.
SELFRIDGE & CO., LTD., OXFORD ST LONDON

VAPEX
INHALANT
Cures Colds safely
Simply put a drop on your handkerchief and breathe the vapour. "Vapex" goes straight to the cause of the trouble—the germs which multiply so rapidly in the dark, warm passages of nose and throat. The sooner "Vapex" is used, the sooner will the cold disappear.
Of Chemists 2/- & 3/-
V.55 THOMAS KERFOOT & CO. LTD

GRAVES FASHIONS



EVERY lady should write at once for the Graves Display of Fashions which includes the newest ideas for the Wardrobe—Robes, Costumes, Coats and Frocks etc., for all occasions—made in the best style and offered at the keenest prices and on Easy Terms.
FROM 5/-
PATTERNS POST FREE
Write stating style of garment you are interested in, and samples of the actual materials will be sent you. We have 30 years reputation for straightforward trading. Amazing value in Furs, Sports Wear, Skirts, Jumpers, Underwear, Corsets & Hosiery; also Maids' and Children's Wear Bargain Prices on Deferred Payments
J. G. GRAVES Ltd. SHEFFIELD

Human Documents

HERE you read some tough problems of real life, and the solutions that "HUMANIST" proposes for them. One day you, too, will be up against a difficulty which you cannot face alone. "HUMANIST" will deal with it through the post. Send a stamped, addressed envelope. For the three most poignant documents published the Editor will pay £2 2s., £1 1s., and 10s. 6d.

Secret Recoils on a PRIVATE DETECTIVE

AS a private detective, working on commission for an enquiry agency, I was recently given a fairly long list of names to examine for a high-class dressing establishment of the exclusive, chic, French-name type.

My employers wanted to know the financial standing of the local suburban women who flocked to the stores.

The number of substantial-looking establishments where cars, wireless and even the very furniture were all on hire-purchase was staggering.

Chats with tradespeople over a small purchase, gossip over a glass of beer or a few innocent flirtations with maid-servants, soon told me all I wanted to know, and more.

Only one case necessitated night watching—a supposed widow, who had ordered expensive evening clothes rather lavishly.

I DISCOVERED what from the first I had suspected, that the woman was a member of the oldest profession in the world.

I gave in my data accordingly, and left my employers to make what use of it they wished.

Some weeks later I was sent to meet, as a client, this same "widow." She was unconscious of what had happened, and required detective help on her own account.

She came to me with instructions of such domineering directness that I had hard work to believe they proceeded from such a blue-eyed, innocent-looking baby face.

I had to go to a quiet restaurant, order a meal, and note particulars of a man she would bring, and afterwards obtain for her details of his private life.

Using double reflections of mirrors, I soon had my notes and passed out. She observed me, but continued her billing and cooing without even the flicker of an eyelid.

The man, I found, was a Civil Servant, and the amount of his salary public property. He had a wife and children.

The woman ruined him. It was no surprise to me when at the next assizes he got a sentence of eighteen months for embezzlement. When a man heads for a precipice at full speed with open throttle, he is bound to go over.

Later, I had another commission from this same "widow." She has netted a business man whose family I know very well and respect.

He is absolutely besotted with her, and for aught I care could go to the devil with her if he is fool enough.

But I am profoundly sorry for his wife and children, who are living modestly, making ends meet in a quite small district.

I am bound by the terms of my employment never to betray a client's business. Therefore, can you advise me of any way to avert disaster from the innocent victims of this intrigue?

"HUMANIST" says: You must explain the whole position to your employers, and if they do not release you from this dirty job, seek another situation.

No reputable firm of private detectives would take on work of this kind.

MADMAN LOVER'S
reincarnation story

MY work is that of a saleswoman in a large multiple-store. Ribbons and laces are on my counter, which is near a window arranged so that I stand in full view of window-gazers.

This, for months past, has been taken advantage of by a good-looking man, who arrives almost daily to stare at me.

At first I tried not to see him, but his behaviour was so strange and persistent that it gave me a terribly uneasy feeling.

Three weeks ago, this person entered the store, and coming up to my counter as though a customer, stared into my eyes for a moment, handed me a letter, and, turning, went out of the shop without a word.

Four pages were covered with intricate diagrams and a very [illegible] looking code.

I felt very amused, and at first laughed over it with the other girls. But now the matter has [illegible] and I am feeling terribly [illegible].

A stream of ordinary letters conveyed by messengers in all sorts of queer ways, has reached me.

THE man says he has [illegible] as "one of his wives [illegible] times," and that fate has thrown us across each other's path in order that we may marry again.

He tells me not to divulge to anyone else the secret of our former relationship, but warns me that if I marry anyone except himself a very horrible punishment will overtake me.

Except for these spoken and written threats he does not molest me, but by some means he has put me in great fear of his vengeance.

"HUMANIST" says: You are extremely foolish to allow yourself to be pestered by this man. He is obviously mad.

Inform the police of his actions, handing them all the letters you have received, and you may rely upon a speedy end being put to the nuisance.

SHOCK HIM
into sobriety!

A FEW months ago, owing to the amalgamation, my husband lost his job as a [illegible]-conductor. The purchasing firm was generous, and my husband received £100 in cash.

He had never before handled much cash in a lump, and instead of husbanding his resources and looking about for another job, he retired to a club in the district and spent the time in drink and gambling.

Worse still, he let everything go unpaid whilst he was squandering money, and I have only found out, through the unbearable insolence of tradespeople, that we are up to our ears in debt.

The landlord threatens an order for eviction.

This is the more bitter as it was I who took this house before my husband lost his job and with his full consent—in order to help by taking in lodgers to [illegible] for the children's education.

Now I have to see the children in rags. I can no longer keep lodgers, for I have had to part with so many things piecemeal in order to keep the children from starving.

My husband orders me to mind my own business" when I beg of him to seek work, and still spends his time and every penny he can get hold of at this gambling-club.

In the circumstances, should I be justified in leaving him, for I have a good trade in my fingers, and I know I could support my children?

"HUMANIST" says: It would break him up with a round turn if you threatened to apply for a legal separation and the custody of the children. Seemingly he was good to you at one time. He may not have lost all self-respect.

This Revolving World

INDIA—*Her bonds and ours*

WHO guards the peace of India? Britain is the permanent landlord and the rents total £26,000,000 a year.

That valuation is largely due to our engineering and leadership. Moreover, we maintain all the machinery of good government and justice. Forty-five million natives were treated in our hospitals and dispensaries last year.

As the strong outsider, we preserve peace between rival creeds and restrain pillaging tyrants by moral and physical force.

• • •

Armed forces in India are under the Commander-in-Chief (Field-Marshal Sir William Birdwood, to be succeeded in the autumn by General Sir Philip Chetwode).

British troops, totalling 60,000, comprise five cavalry regiments, sixty-five artillery batteries, forty-five battalions of infantry, eight armoured-car companies, 128 cars, eight air squadrons and their reserves.

H.M.S. *Triad* and three sloops patrol Indian waters.

Beside these is the Indian Army, fully provided with engineers, artillery, etc., established at about 280,000; twelve British officers to a battalion.

How quickly this force can be expanded is shown by the fact that 1¼ million served overseas during the war.

Since 1860, police have been constabulary comparable to the defunct Royal Irish Constabulary, based on 200 districts, each 3,000 miles square.

District officer is the chief magistrate (white) of about thirty magistrates (native); also tax-collector and political agent generally; deals with everything from crop failure to riot and commotion.

One local police-station to every 200 square miles contains inspector, two sergeants and twelve constables.

This is the effective force with which balance is maintained between great racial rivalries. Two hundred millions of Hindus, cow-revering, caste-ridden, disagree with seventy million Moslem cow-eaters, democrats.

• • •

One-third of India and one-fifth of the population is independent of British India. These provinces vary from Hyderabad's twelve millions of people and £5,000,000 revenue, to small hill States.

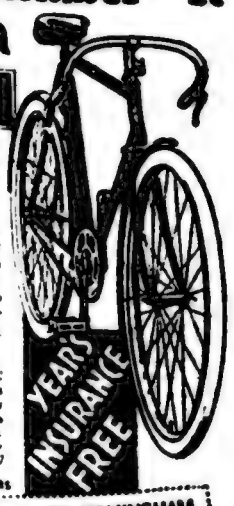
There are two dynamos driving the Government machine: the British Government and the native Indian Council. When non-co-operative grit puts one out of action the other takes up the belt.

MONTH AGO I LOOKED YEARS OLDER

were wrinkles about my eyes and ... enlarged pores, and an alarming ... sallowness. My complexion is every bit as good as my débutante daughter's. It is due to the wonderful discovery by ... University medical professors that ... can eat. It can absorb nourishment and transform it into living healthy ... Not age but under-nourishment ... wrinkles and sagging. I learned ... prescribed by the famous doctors ... few weeks have made myself ten ... younger. I hope that every woman ... know the same joy."

... Rose Colour Skintood is ... forfeit of £1,000, to ... elements the famous ... skin needs to keep it ... Rose are pre-digested olive oil and ... extracted vegetable extracts ... combined by scientific for... Tokalon Skintood. Even in ... you will see an improvement ... Continued use gives a ... young and beautiful com... free from wrinkles. ... Skintood Rose Colour is for ... night. Crème Tokalon Skintood ... from greasiness is for the morning. ... guaranteed or money refunded.

Before you spend that 2/6d remember—it brings a Mead



Our record offer includes Satisfaction guaranteed or money ... Free Insurance ... loss or theft ... one bellend to ... 15 days free trial ... easiest terms. Prices ... £3 19 6 cash ... and 1½d stamp ... addressed envelope for ... P.C. for free Catalogue.

Branches: Birmingham Bull St. ... Tottenham Ct. Rd. ... High Street, Kings ... 168 Yardley ... Mile Ash Green ... Liverpool 198 Renshaw ... Leeds 80 Vicar ... London ... Oxford Street, W.1.

WRITE IN CAPITAL LETTERS

To MEAD LTD., Dept. B. 706 BIRMINGHAM
Please send me your 1930 Cycle Catalogue

NAME _____

ADDRESS _____

USE A PENCIL—IT'S PLANNER

PERSONAL CHARM IN DRESS

Y... can dress well and economically if you ... to the right way about it. Lovely ... Stylish Costumes, Coats and Frocks, ... Underwear, Hosiery, Dress Lengths, ... & all Women's Dress requirements. ... Monthly Payments. 30 years reputation ... Catalogue post free.

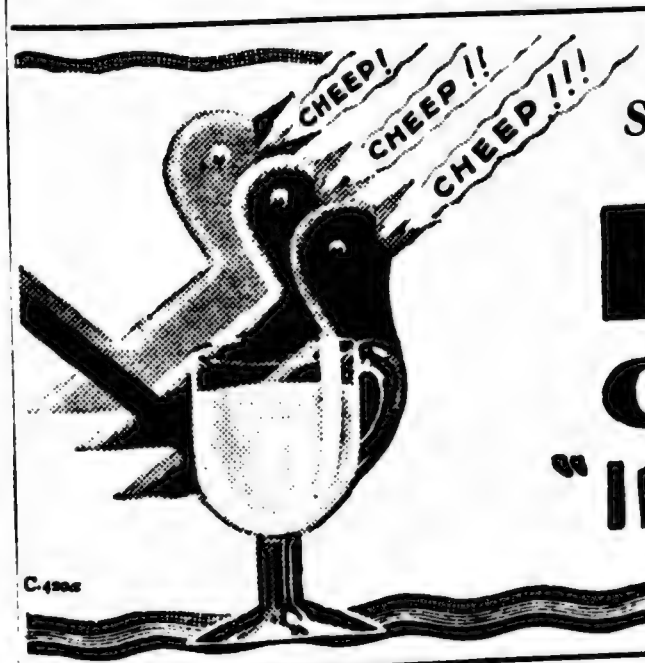
J.G. GRAVES LTD. SHEFFIELD

I WANT CADBURY'S PLAIN BOURNVILLE

NOW 10d HALF-POUND

THE FINEST PLAIN CHOCOLATE OBTAINABLE

ALSO IN 1D & 2D BARS & 6D BLOCKS



Something to sing about!

BIRD'S CUSTARD.

"It's so nutritious"

C.4208

Lose your Rheumatism by using Dr HUNTER'S GOUT & RHEUMATIC POWDERS

Write for free trial

Of all Chemists at 1/3 & 3/-

HUNTERS POWDERS

GOOD CLOTHES FOR MEN

Stylish, comfortable SUITS in all the most attractive Cloths, to measure at 45/- 55/- and 63/- Small Deposit and Easy Monthly Payments. 30 years reputation for Good Tailoring. Good Style, Good Fit and Good Quality. Spring and Summer Patterns now ready and Post Free, with simple self measurement form and instructions. Satisfaction guaranteed.

J.G. GRAVES LTD. SHEFFIELD

Free!

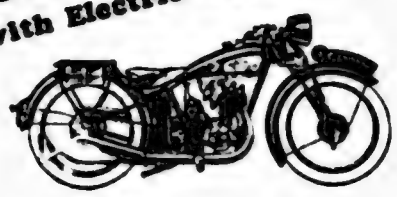
Fill in the Coupon on p. 27 for Drage's Free Gift Book and Celebration Offer

JOHN BULL
says
"SAFE AS THE BANK"

IF YOU WANT TO BET
send all your commissions to
"THE BIG TWO"
They Cater for ALL Kinds of Bets,
and if your letter is postmarked not later than set time of Race
YOU ARE ON
Full Starting Price
No Limit—Win or Place
and
YOUR WINNINGS WILL BE SENT
BY IMMEDIATE RETURN

IF YOU WOULD LIKE
a copy of their rules and
A FREE COPY of the
"CHALLENGER SPORTING SPECIAL"
Write at once to:
DAVID COPE
& ALFRED H. MAURICE, Ltd.
(Dept. J.B.)
227, BATH ST., GLASGOW, C.2

Under 224-lbs.
with Electric Lighting Set



Tax 30/-
from July 1st

The 1930 Budget increases the minimum "unladen weight limit" on Motor Cycles from 200 to 224 lbs., thus enabling you to run a larger and more powerful machine for the minimum tax of 30/- per year.

The Royal Enfield Model C 3.46 h.p. Lightweight Side-valve was specially built in anticipation of this legislation and comes within this limit. It is an outstanding example of Royal Enfield value. Cash £39-15 or by easy payments.

Fill in and post the coupon for full particulars

THE ENFIELD CYCLE Co., Ltd,
REDDITCH

Please send Free Catalogue "D2"

.....
.....
.....
.....

Our Letter Parliament

IF with pleasure they were viewing
any work that I was doing,
If they liked me or they loved me,
I can't vow.
They withheld appreciation till the
parson made oration,
And I lie with snowy lilies o'er my
brow.
For no matter how they shout it, I don't
really care about it,
I don't know how many teardrops
they have shed.
Now they think some praise is due
me, and they try to slip it to me.
But I cannot read my tombstone when
I'm dead.
W. Stevenson, Greenock, N.B.

The Shirker

Here lie the remains of an average man.

He fulfilled his allotted task, and nothing more.

His heart ached for the sufferings of his fellow-creatures, but he strived not to help, stifling his conscience with the reflection that their alleviation was the duty of the State.

He dreamed of a happier world, but made no effort to transform his dreams into realities. He left the world no better than he found it.

Thereby he failed, and the world has nothing to mourn.—*M. H., W. Yorks.*

A Trier

Two words alone would aptly say,
What was his motto day by day,
Though we might add much more,
beside,
We'll simply chisel here "He tried."
Percy Clayton, Leeds.

A Great Old Maid

What does an old maid want with an epitaph? Epitaphs are for those who have a stake in the future in the shape of children.

No matter how efficient I may be in my work, I could easily be replaced.

I am supposed to be bright, intelligent, adaptable, and still fairly attractive, yet I know that if anyone troubled to write my epitaph it would be: "She was one of the million surplus."—*Schoolmarm.*

The Coward

Here lies W—— S——, aged twenty-three years, found drowned in the Clyde, May 1, 1930.

Life was too much for him.

His aged father—a miner—worked six days a week. His son worked none. His offer to supersede the parent met with ridicule.

He loved once, but would not burden another with poverty—a nation with unwanted children.

He gave up politics in despair.

"Not genuinely seeking work" was the crushing blow. He could not behold that mother's furrowed brow. So he drowned himself.—*W. S., Lanarkshire.*

He Missed the Joke

"The earth, and all that's on it, is a joke," he used to say, and half of all his breath he spent to emphasise this lay.

But as the years grew on apace, and breathing harder came, he merely said, "The *earth's* a joke"—the meaning was the same.

"The *earth's* a *joke*." Just mark that well, there's reason in the whim, for now he's got no breath at all, 'tis plain *the joke's* ON *him*!—*S. Ogden, Pendleton.*

Did It!

I tried to smile when things went wrong, to change the voice of woe to song, and I did it, yes, I did it.

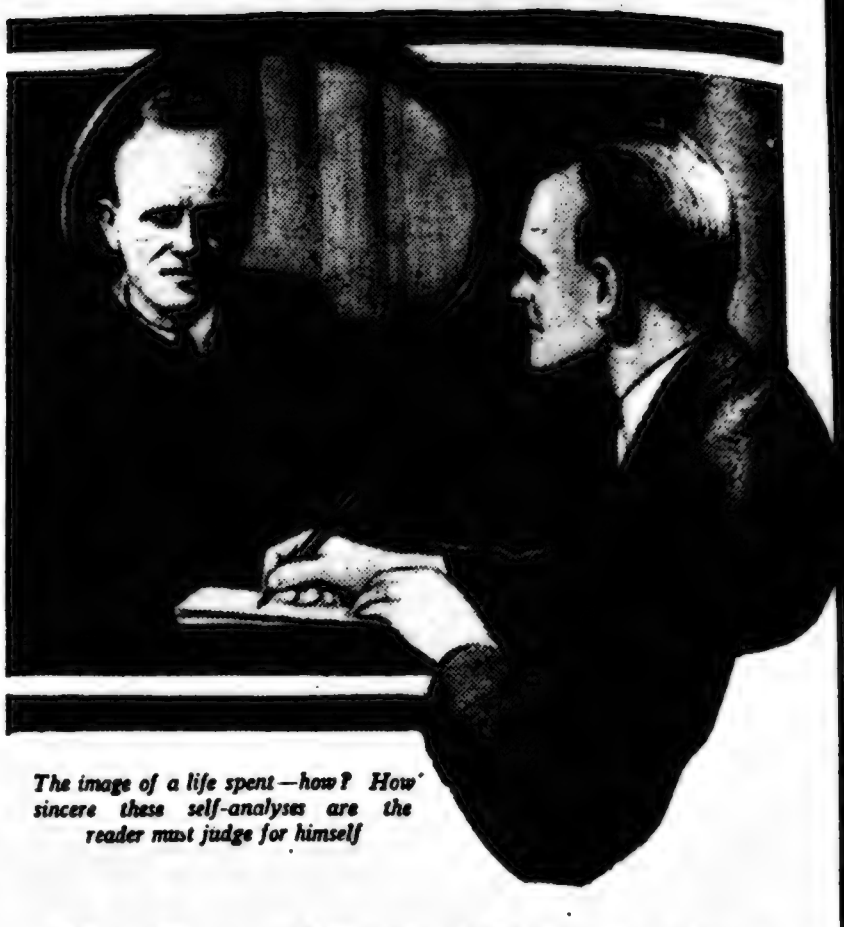
I helped many a lame dog over a stile, they all forgot it after awhile, but I did it, yes, I did it.

I tried to brighten each gloomy day, and now I've come to the end of my way, I hope there'll still be someone to say, "She did it. Oh yes, she did it!"—*R. A. G. C., Chester.*

Laugh—

I would prefer my friends to cherish my memory in their hearts; but if they want to erect a tablet to my memory, I would like it inscribed: "She made us laugh."

I have tried to bring a little laughter into the lives of others, and that would reward my efforts.—*Humorist, Bodmin.*



The image of a life spent—how? How sincere these self-analyses are the reader must judge for himself

My EPITAPH *by Myself*

Just Father

To have my virtues [illegible] on stone without mention [illegible] that every man has would [illegible]

If you, passer-by, would [illegible] spent my life, let me [illegible] to make a woman happy [illegible] up my son to be a [illegible] sense of the word."

I count my life [illegible] if no speaks of me to his chil[illegible] with a tion, with love, with re[illegible] I [illegible] better epitaph.—*J. McI*

Your Friends Know

"In remembrance of [illegible] ——: died ——." Wh[illegible] be said of anyone.

One's bad deeds shou[illegible] and one's good deeds [illegible] corded on the fleshy t[illegible] hearts.

To attempt to record [illegible] is a desecration.—*D. W*[illegible]

• • •

If I could select my [illegible] be simply "Mother."—*M*[illegible]

Here lies one who [illegible] Please pass on.—*O. K. J*[illegible]

My epitaph would [illegible] words "Here lies," wh[illegible] ninety-nine cases out [illegible] *Greenock.*

That my husband and [illegible] have the sweet memor[illegible] and worthy wife and mo[illegible] "Here lies a woman [illegible] *Darwen.*

Tho' I've no tombston[illegible]
Nor yet no friends [illegible]
The birds will sing th[illegible]
For their friend, the[illegible]
T. L. Preston.

Race with "Silver Ring"

LORD DERBY'S *Cheese*

CHESTER, with is annual meeting, claims early attention. Nowadays the winner of the Cup contest is assured of close on £3,000. Moreover, champion Cheshire cheeses, valued at a fiver each, go to the owners of the first, second and third horses.

I saw sufficient of West Wicklow in the Queen's Prize at Kempton to feel convinced that the £3,000, and one of the cheeses, will go to Lord Derby; but as the Cesarewitch winner is sure to be at a short price, I suggest an each-way saver on the Aga Khan's Aftab.

Wise backers do not wager at Chester until the draw is known, but it plays little part in the Cup. The journey is long and the jockeys have time to switch about.

I shall leave the minor races to the Code, as I shall know overnight one or two fancied runners. The Code selections are still piling up points.

Epsom selections were To You (won, 5 to 1), Mellin (won, 9 to 4), Vatout (third, 10 to 1), and Press Gang (unplaced). Pot-Pourri (won, 7 to 2) did us a good turn at Newmarket's final stage.

Ghost Train must be backed for the Victoria Cup this week-end. Aristotle should be saved on.

• • •

"JOHN BULL'S" CODE

The Code for this week is as follows: It covers the racing from Thursday, May 8, to Wednesday, May 14.

5 D C X P V E O 2 K T S N R Z
G Y B M F J 3 A W 9 U I L H Q

In place of the Code letters printed in the *Sporting Life*, read the one above or below, as the case may be.

5OHLAB9 would read GARNOCK.

"SILVER RING."

The World's Greatest Living Benefactor—Why?

ORIGINAL letters upon the subject above, not exceeding 150 words, are invited, as also are letters on any topic about which you feel strongly. £5 will be paid for each letter published. Mark envelopes "Letter Department." Letters must reach us by first post, Tuesday May 13.

What Made Her Hair Grow?

Read Her Letter for the Answer

"My hair fell out," writes Mrs. Hillman, "leaving only one patch. I was under hospital care for months. But my hair would not grow again.

"Then I used Kotalko—and now I have a fine, thick growth of hair, as you can see by my photograph." Men also who were bald-headed for years report new hair growths by using KOTALKO. Many testimonials from men and women.

TEST BOX

If you have dandruff, or are losing hair, or if you are nearly or entirely bald, use or copy the coupon below.

JOHN HART BRITTAIN, LTD.,
1, Percy Street 53.RA, London, W.1.
Please send me, post paid, Testing Box of KOTALKO for which I enclose threepence in stamps

NAME .....

ADDRESS .....

.....

The acknowledged remedy for—

RHEUMATISM, GOUT, SCIATICA, LUMBAGO, NERVE PAINS, CRAMP, INFLUENZA, HEADACHES, NEURALGIA

London, N.W.1.

Dear Sir,—I have had Rheumatism on and off for over two years with most awful pains, so bad, in fact, that I dare not put my feet to the floor, having tried no end of oils, Liniments and numerous other so-called "cures," and all to no avail. It is only eight weeks ago since taking the Rheumatic Tablets URACE Brand—I am only into my third box now—and I am able to take quite a long walk daily and without use of my stick.
Yours truly,—A. BARNSBY.

The Rheumatic Tablets URACE Brand are the result of much patient research and toil on the part of tireless chemists and specialists.

They knew that the cause of Rheumatism and Nervous disorders was in the blood—an accumulation of Uric Acid or similar toxic poisons.

Consequently they sought a specific which would (1) dissolve these poisonous accumulations, (2) drive them from the system, and (3) prevent their reappearance.

The Rheumatic Tablets URACE Brand are the result acclaimed as the finest specific for Rheumatic and Nervous Disorders ever placed before the Medical profession.

THE RHEUMATIC TABLETS

URACE

BRAND

THE RHEUMATIC LINIMENT URACE BRAND

Originally prescribed for the Prince Regent, afterwards George IV. Instantly soothes and relieves the most violent Rheumatism, Gout, Sciatica and Lumbago.

1/3 & 3/

1/3

Free

Send us 6d. to cover postage, packing, etc., and we will forward a generous TRIAL BOX of The Rheumatic Tablets URACE Brand sufficient for two days' treatment—and a bottle of the world-famous Rheumatic Liniment URACE Brand, which instantly kills the pain of Rheumatism, Neuralgia, etc., without rubbing. URACE Laboratories, Provost Street, London, N.1.

3/

PER BOX

From Boots, Timothy White & Co., Taylors' and all Chemists & Stores.

URACE Laboratories, 26, Provost Street, London, N.1.

BABY USED TO CRY WITH PAIN

Rash on Shoulders Two Years. Cuticura Healed.

"Baby was only four months old when a rash broke out on his shoulders. It was of a dry nature and inflamed and he was forever making it bleed. It kept him from sleeping and he used to cry with the pain. We had to bandage the affected parts. He had the trouble about two years.

"I read an advertisement for Cuticura Soap and Ointment and sent for a free sample. I purchased a tablet of Soap and a box of Ointment and by the time I had used them he was healed." (Signed) Mrs. Mattison, 2A, Hindhaugh St., Newcastle-on-Tyne, Eng.

Cuticura Talcum, the newest member of the Cuticura family, for the newest member of your family.

Soap 1s. Ointment 1s 3d and 2s 6d., Talcum 1s 3d. For sample each address: F. Newbery & Sons, Ltd., 11, Banner St. London, E.C.1.

Cuticura Shaving Stick 1s. 3d.

FREE ECZEMA

Sufferers should not despair, but should write to us without delay, when

ONE WEEK'S FREE TREATMENT

will be sent to any address, along with our Booklet of Testimonials, telling of the wonderful cures of skin diseases we have made, when other treatments have failed.

Send 3d. in stamps to cover postage and packing.

Address: Dept. 17, TOM WARD Ltd.,
Medical Skin Specialists,
BRADFORD, YORKS.

Wonderful New Portrait Cameras Free.

British Camera which takes Close-Ups and Long Views.

A wonderful new British Kodak Made Camera which has a Portrait Attachment incorporated has been specially designed for the Black Cat Cigarette people this year.

It enables you to take "close-ups" and portraits as well as the ordinary long-distance views. Even those who already have the usual type of camera should get one of these Portrait Cameras for 200 Black Cat coupons. It is ideal for holiday and home pictures and brings added joy to the amateur photographer.

JOHN BULL'S SHOP WINDOW

I Guarantee your Satisfaction

JOHN BULL'S Shop Window brings a Bargain Store to Your Door. These goods have been chosen for their outstanding quality and value. Study each offer carefully. Write your name and address clearly, send money and notes by registered post. Always mention JOHN BULL.

Only reliable and forward firms are allowed to display their goods in JOHN BULL'S Shop Window. You can buy from them in safety at purchasing at a shop from a safety at purchasing at a shop counter, for every article is described and is a strict guarantee of absolute Satisfaction or Money Back in full.

SHOP BY POST SAVE TIME AND MONEY

READ HOW YOU ARE SAFEGUARDED

BLUE MELTON POLICE TROUSERS BREECHES

Sale, our 24 page catalogue of Govt. Bargains, we are a special offer of a pair guaranteed blue trousers for LADIES 8/6) **6/11**
Strappings 8/6)
age on one or two pairs, 9d. over 40 in. waist, 1/- extra.
A postcard will bring them C.O.D.
Genuine surplus Melton Overcoat-cloth made up into heavy melton skirts as tough as iron, and we guarantee to replace should they wear. Remember, cash refunded if honestly worth double. Send P.C. stating waist measurement, and receive them per return, together with our catalogue of many men's many bargains.

SUTTALL, 1, Goodmayes, ILFORD.

Two Ladders in One

No Builder's, Painter's, Window-cleaner's or Householder's equipment is complete without handy, indispensable for-all-purposes

FORWARD PATENT SAFETY EXTENSION LADDERS.

Each 2 or 3-section ladder provides so many separate ladders. Strongly made, soon saves cost. Lightest, cheapest and safest on market.

Write for Free List XL 208.

Parker, Winder & Achurch, Ltd. Woodworkers, BIRMINGHAM.

A.L.C. London: 4, Gt. Marlborough St., W.1.

YOUR OPPORTUNITY Art Silk Stockings at 2/3 PER PAIR

Postage 2d.

1 Pair for 6/3 Post free.

Delightfully soft and silky. Made of Courtaulds finest quality "Bolsover" silk which gives strength and real silk-like appearance. Good shape, fitting closely round ankles, point welt and reinforced foot. Shades: Dusty, Electric Beige, Nevada, Delaware, Lt. Electric Beige, Nevada, Delaware, Lt. Electric Beige, Nude, Grey, Wood-Hyacinth-Breast, Silver Grey, Wood-Mist, Oak, Aluminium, etc. Also same shades lisle 1 pair 4/6 pair or 3 pairs 12/11 post free.

The BRITISH HOSIERY MFG. CO., 5, Woodland Drive, Watford, Herts

GRAVES PORTABLE GRAMOPHONE WITH HALF-CROWN 12 DOUBLE-SIDED RECORDS

Offered at the Keenest Bargain Price on Deferred Payments. 5/- now, & 13 monthly payments of 5/- if satisfied after delivery.

WORLD'S FINEST VALUE

Covered with leather cloth. Nickel plated corners, smooth running Motor, 10in turntable, splendid Sound Box, Packet fine Needles included. Complete £3 10

CATALOGUE POST FREE

Cabinets, Table Models etc. Bargain Prices and Easy Payment Terms

J. G. GRAVES Ltd. SHEFFIELD.

RILEY'S TESTED BOWLS

From **24/- PAIR**

Official Rink Testers to the I.B.B.

Standard Jack Makers to the N.C.O.A.B.A.

Write for Free Catalogue.

E. J. RILEY LTD. Parkside Works, ACCRINGTON.

2/6 IS ALL YOU PAY NOW!

for my magnificent 3-SPEED "DE-LUXE" BICYCLE with oil bath gear case. Nothing more to pay for a month. All British. Astounding Bargain. EASY PAYMENTS—2/6 weekly. Packed Free and Carriage Paid. Money refunded if dissatisfied. Other 1930 Bargain Offers. Roadsters, Light Roadsters, Racers, Ladies' Models. Huge Price Reductions. Models from £3 19s. 6d. Cash. Complete with free Accessories. Chromium Plated Models.

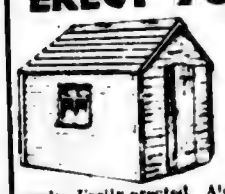
14 DAYS FREE TRIAL

ART LIST FREE

George King

(Coventry) Ltd., Dept. C.J.B., 1, HATFIELD ST., LONDON, S.E.1

ERECT YOUR OWN WORKSHOP for 2/7 a week



(6 x 4 x 6½ ft. high.)

Best materials. Skilled work. Fully erected. Also Garages from 5/- a week. Better than rent. Greenhouses from 5/2 a week, etc.

Prompt Delivery. Send for FREE Catalogue.

SECTIONAL BUILDING CO., LTD. (Dept. J.B.), Chesnert Rd., Peckham, London, S.E.15. 'Phone: New Cross 2259.

SMART SHOES

SPECIAL OFFER ABSOLUTELY GENUINE.

Smart, Stylish, Serviceable, Ladies' Patent Leather, One Bar Shoe, burnished Louis Heel with Grey trimmed bar, or Medium Heel with Grey trimmed Vamps. Beautifully finished and exceptional for size. Sizes 2 to 7. Sent for 1/- deposit and 5 weekly payments of 2/- (11/- in all) OR 10/- CASH DOWN. Satisfaction guaranteed or money refunded. State size and heel required.

J. MAILORS, 132, Trevelyan Buildings, Corporation Street, Manchester.

1/- DOWN

LIVERPOOL VIRUS

Wipes out Rats and Mice.

Rats carry disease germs. The safest *effective* method of rat destruction is the Liverpool Virus way. Harmless to children and domestic animals. The vermin die outdoors.

Sold in tins (ready baited) and liquid in bottles, by all Chemists. Mice 1/6 and 2/6. Rats 2/6 and 6/-.

EVANS SONS LESCHER & WEBB, LTD
56 HANOVER ST., LIVERPOOL. V.2

A NICE FUR

lends charm and distinction to the wearer. Our Fur Department offers lovely Furs at lowest prices on Easy Terms. Only small payment required with order, and monthly payments afterwards if satisfied. Write for Catalogue of all favourite varieties at a Guinea to Five Guineas upwards. Full Approval. 30 years character for straightforward trading.

J. G. GRAVES LTD. SHEFFIELD

Try this Perfect Blade

5 FOR 1/8

Obtainable from usual suppliers

3 FOR 1/-

Made by
JAMES NEILL & CO. (Sheffield) LTD.
Crucible Steel Manufacturers, SHEFFIELD.

ASTHMA

Bronchitis Catarrh

"If all your patients feel like I do, they cannot grumble. I feel A1, quite a new man altogether, much different to years ago. Your Treatment has been a god-send to me. I do not feel anything of the old Asthma now despite the rough and wet weather and floods." So writes Mr. Edwin Pryce, Glanafon Terr., Frankwell, Newtón, Mont.

This is the experience of not only one but of hundreds of others, brought about by my simple and inexpensive Home Treatment that of **LASTING** and **ENTIRE FREEDOM** from suffering after having been given up as incurable. Let me send you my opinion on your case, based on 30 years' experience, together with an interesting Album FREE OF CHARGE or obligation. **Write at once to Mr R. HAYNEL, 7 (J.B.), Ambrose Place, Worthing.**

HERE IS A PERFECT BIKE

THE Graves THREE-SPEED Model, Lady's or Gent's, Price £6 or 8/- monthly, Dunlop Tyres, Sturmey-Archer 3-speed Gear, Dunlop Saddle, Renold Chain. We have a 30 years character for straightforward trading. Write for Catalogue, Free. Single speed Models price £4:10:0 at 6/- monthly.

J. G. GRAVES Ltd. SHEFFIELD

All Present and Correct wins John Bull's £500 must-be-won X-WORD

"'SHUN! Number off"—down and across! Every letter in its right place—all present and correct. "Present" the "correct" solution and win £500.

Get "on parade" right away. Have no "defaulters" on your entry. "Review" every solution carefully—and "stand-easy" for £500.

Any Crossword "recruit" can gain promotion to the ranks of winners in JOHN BULL'S contest. "Mobilise" all your faculties and win the cheque that will send you into "transports" of joy!

Don't forget—there is

An Extra £50 for Runners-up!

JOHN BULL will pay £500 for a correct solution on one Form of JOHN BULL Crossword No. 63 appearing below. Failing a correct solution, the prize will be awarded to the reader whose entry is the nearest correct solution. An additional £50 will be divided between those competitors whose solutions contain one error only, or only one error more than the winning solution. Every reader has an equal opportunity. A competitor may send in more than one sixpenny double entry—entry fee SIXPENCE—for TWO attempts. No claims required. No entries accepted after Thursday (first post) May 15th.

Solution of puzzle will be published in JOHN BULL on sale Thursday, May 22nd. Winner will be given in JOHN BULL on sale Thursday, May 29th.

Result of Crossword No. 60 appears on page 12.

Read these Rules and Conditions Carefully

1. Fill in puzzle opposite **IN ORDINARY INK**, not copying ink or copying-ink pencil, sign your name and write your address in BLOCK CAPITALS. Cut out coupon, place it with a Postal Order value sixpence in an envelope bearing **three-halfpenny** stamp and post to "**John Bull**," **Crosswords (No. 63), 31, Long Acre, London, W.C.2 (Comp.)**, so as to reach us not later than noon on Thursday, May 15th.

Entry MUST be sent by post.

2. Postal Orders must be made payable to Odhams Press Ltd., and crossed "— & Co. —" and the date of sending the order, complete with the name and address of competitor, must be written on the back. The number of the Postal Order must be written in the space provided in the Entry Form. Stamps cannot in any circumstances be accepted.

3. No responsibility will be accepted by the Editor for any Coupon lost, delayed, not delivered or mislaid. Proof of posting will not be accepted as proof of delivery and no correspondence will be entered into.

4. In the event of a tie the £500 prize will be divided between those competitors whose coupons are correct or contain fewest errors, but no competitor shall receive more than one share. Competitors should note that errors are computed according to the number of words which incorrectly answer the clues given.

5. Mutilated or altered Entry Forms will be disqualified. Solutions must be complete and filled in on Entry Forms provided.

6. No competitor may send in more than the two solutions "A" and "B" provided for on the Entry Forms.

7. The correct solution of the puzzle is known only to the Editor and will be kept under seal until all entries have been received.

8. The result of this competition will be published in the issue of JOHN BULL on sale **Thursday, May 29th.** Any competitor who claims to have sent in a solution which is identical with the published solution or contains as few errors as the competitor announced as the £500 prize-winner may have a scrutiny by demanding the same by or before first post, **Tuesday, June 3rd,** after which date the prize-money will be dispatched and no claim will be considered.

9. If such demand is found to be correct the result will be amended accordingly and any competitor demanding a scrutiny must accept as final the result of such scrutiny as certified by the Editor.

10. Every request for a scrutiny must be made by Registered Letter only and must be accompanied by a remittance of £5, which will be returned to the competitor if his claim proves valid.

Request for scrutiny must be addressed to:—**The Competition Editor "John Bull," Long Acre, London, W.C.2**

Envelopes should be marked "Scrutiny" in top left-hand corner. All applications must be accompanied by a copy of Entry Forms and number of Postal Order. No claims for scrutiny can be entertained in connection with the additional award of £50 cash, the winners of which will be finally decided according to the result of our careful searches of all entries.

11. Entries for this competition must not be enclosed with "Bullets" entries or other correspondence addressed to JOHN BULL.

12. The Editor's decision is final and legally binding in all matters relating to this competition and acceptance of this condition is an express condition of entry.

13. Employees of Odhams Press Ltd. and members of their families are not allowed to compete.

14. Failure to comply with any of the conditions involves disqualification.

Closing Date, Thursday (Noon), May 15th.

CUT HERE

"JOHN BULL" CROSSWORD No. 63

Entry Form "A."

JB 63

Do not separate these forms.

Entry Form "B."

JB 63

CUT HERE

In entering this Competition I agree to abide by the Editor's decision as final in all matters appertaining thereto and enclose 6d. P.O. No.....

These Entry Forms must not be separated, and a postal order for SIXPENCE must be enclosed to cover either ONE OR BOTH entries.

SIGNED .....

ADDRESS .....

.....

Closing Date Thursday (noon) May 15th.

CUT HERE

N.B.—Cut the above Forms out complete.

Don't run the risk of being late—fill in and post your coupons early.

Clues Across.

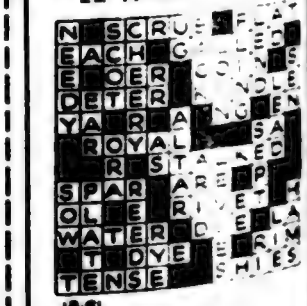
1. A bush.
3. Woman of distinction.
9. Enemy.
10. Narrow part of the back.
12. An age.
14. Cathedral organ notes in the...
15. Uppermost.
16. Crude mineral.
19. Terminus.
20. Dry.
22. Uncivil.
23. Ferocious animal.
24. Inland waterway...
25. Equipped.
31. Seen in the garden.
32. Possessed.
33. Let in water.
34. Move quickly.
37. Death-like.
38. Dangerous to...

Clues Down.

2. Hard growth.
3. Smelt.
4. Vital fluid.
5. World-communi... by.
6. Conjunction.
7. Although.
8. Describes orator...
11. Possessive pron...
13. Red-breasted bird.
17. Associated with...
18. Massage relies...
21. English flower.
22. Awkward.
24. Lions are, at the...
25. Youth.
27. Trap.
28. Part of a gun's...
29. Residue of a...
30. Stinging insects.
32. Walk wearily.
34. Skill.

Chambers's 20th... Nuttall's Dictionary used in com...

Solution of John Bull X-Word No. 61.



JB 61

Results published... The solution of... X-word No. 5... with as matter... our X-word com... wish to emph... claims are re... X-word, as... being carefully... our staff.

Write to "John Bull" about it!

The EDITOR Replies

B. K. (Esher).—"The bookmaker always wins in the long run." Especially if the backers are short-winded.

THE Editor may be flippant on this page, but his humour is never malicious. He likes to end up the week's work on a bright note. Serious questions are dealt with by the expert staff of our Free Advice Service

T (Bedford).—"Ever since I was years old I wanted to be a clown." what are you grumbling about?

N. (Swansea).—"I am thinking seriously about marriage." How have you been married?

W. (Cosham).—"One glance at my told her that she was wrong." Had said that you were good-looking?

GLADYS (Olton).—"I shan't accept the first three times he proposes." hope you won't be there.

BARRY H. (Methil).—"I am a happy band, with a spic-and-span home." there a spot inside the decanter?

A. B. (Hastings).—"My wife acts like thing." Surely she isn't so sudden all that.

J. (Lewes).—"My dog seems as intelligent as I am myself." Perhaps he more so.

S. D. (Liverpool).—"I am the kind of fire-fighter you can always count on." know—" One—two—three—four."

S. (Clapham).—"No business can make money without advertising." How about the Mint?

S. (Stoke).—"I can't see anything a bowler hat." Try one a few sizes smaller.

S. (Swindon).—"I have no time to about speed limits." Perhaps a policeman will give you some before long.

M. (Croydon).—"I wouldn't mind being in the Tussaud Chamber of Horrors all one night." Perhaps some day you'll be there for good.

S. (Essex).—"Give me the roast beef of old England." We are afraid you will have to pay for it—and pretty dearly too.

M. G. (Birmingham).—"Do you think Camera is really popular in Europe?" Well, nobody seems to stand for him.

S. (Ely).—"My friend persuaded me to give him my tailor's address." On condition, of course, that he didn't give him yours.

P. (Harrow).—"When I switch on my wireless set I never know which station is coming through." All you hear is that somewhere a voice is calling.

A. (Cambridge).—"My son has passed through the University, and has several letters after his name." Otherwise you would have no means of knowing it." Passed through.

M. (London).—"At several seaside resorts this year bathers will not be allowed to parade the beaches in their bathing costumes." It is rumoured, however, that one popular south coast resort is planning "To your tents, O Israel!"

C. J. (Peckham).—"There's too much rubbish written nowadays." Your letter convinces us of this.

P. N. (Hackney).—"Boxers do not lead lazy lives." Some, however, seldom get up until well after ten.

A. B. (Regent's Park).—"There is always a fool in every family." Are you an only child?

J. T. (Bow).—"I am in the running to meet Carnera." We advise you to keep on running.

D. K. (Harrow).—"My newest picture is the last word in talking films." That sounds too good to be true.

A. D. (St. Pancras).—"If our son marries this girl we'll cut him off without a penny." You should tell the girl that.

G. K. (Kew).—"The English girl is not what the Americans call a gold-digger." There is such a shortage of men that she can't take her pick.

O. V. (Camden).—"A history of the Great War has been written in verse." We are evidently not to be allowed to forget the horrors of the conflict.

C. K. (Lewes).—"He offers to attend parties to help shy people and put everybody at their ease." A kind of high-tension eliminator.

G. M. (Bow).—"Coal is said to be an excellent substitute for jet in the making of jewellery." Most people, however, can only afford jet.

A. P. (Brighouse).—"The meat was so tough we could have soled our boots with it. We sent it back." Why? Couldn't you drive the nails through?

C. H. (King's Cross).—"I have been fined twice for travelling with only a platform-ticket." You seem to have ideas beyond your station.

S. B. (Norwich).—"Wireless is now installed in Iceland." What puzzles us is this—where do their depressions approach from?

J. D. A. (London, W.).—"Some owners are scrupulously careful with their cars." Others allow their wives to drive them.

R. M. (Plymouth).—"Why do some trains have an engine at each end?" So that all passengers can sit with their backs to the engine.

N. V. (Hastings).—"He hit me and so I hit him back." We wish some heavy-weight boxers would follow your example.

C. H. S. (Nelson).—"As an old soldier I know every call in the British Army." There's a loud, clear call to the JOHN BULL army this week—2,500 guineas for a *Bullet*! Don't miss the "Last Post." See page 39.

S. T. (Kilburn).—"Gasworks employees require great courage." How do you account for the men who slip our gas bills through the letter-box and run away?

D. G. (Gravesend).—"One of the foremost mailbag robbers, I'm told, is a man with one leg." Well, the police ought to be able to catch him on the hop.

A. L. (Putney).—"She is pretty, intelligent and knows three foreign languages. I wonder why she can't get a husband." We don't. A woman speaks quite enough in one language.

BERT (Ilford).—"Did you know that nowadays newly married couples use their love-letters to stuff cushions?" Did you know that in the Stone Age they used them to make crazy-paving for the garden?

R. S. (Dalkeith).—"Two days ago my wife made a speech which lasted for over two hours." And did you mow the lawn, after all?

D. A. (Portrush).—"Football players often leave a fortune." On the other hand, a referee considers himself lucky if he leaves a football field.

LAW STUDENT (Gray's Inn).—"A man absent from his wife seven years is presumed to be dead." Actually he may only have got caught in a traffic block.

MRS. L. (Smithfield).—"Do you mind young babies?" Not oftener than we can help.

N. D. (Pimlico).—"Do you think atmosphere alone can save a play." Certainly. Many recent plays have survived first nights because smoking was allowed.

E. F. (Southampton).—"Twenty-one couples became engaged on the last trip to New York." Who said ocean travel becomes safer every year?

F. McG. (Glasgow).—"Why is fishing so poor in the river Clyde?" Try a wee bit more bait on the hook.

ALEC. (Caithness).—"There is a haggis made in the Lowlands that doesn't taste like a haggis at all." Well, that's a step in the right direction.

A. S. (Frodsham).—"A burglar ate a tin of sardines before leaving." Which proves that an up-to-date burglar can break into anything.

RECHABITE (Wimbledon).—"If you don't want drink to get the best of you, you must get the best of drink." Yes, but where?

W. W. (Basingstoke).—"One of the Australian Test Team is a plumber." Let's hope he hasn't to go back for his bat.

N. B. (Mill Hill).—"Do you think kinemas owe their success to publicity?" No, to keeping it dark.

(Many replies unavoidably held over)

Side-Slips

...ious humour from the current Press are welcome, ...or not wanted. Actual cuttings must be sent. ...each item published. Mark envelopes "Slips."

"IRELAND'S SATURDAY NIGHT": —"Barney had a glove on the LEFT HAND and none on the OTHER THREE."

PONTYPRIDD OBSERVER:—"It includes leopards and numerous other BIRDS."

WEST MAGAZINE ("Sons of the Eagle"):—"There was DEAD SILENCE in the room. The talking of the six men WAS AUDIBLE."

CHICHESTER OBSERVER:—"He got a handful of hay, and threw it to two cows, AND RUSHED for it and ATE it ravenously."

ACES MAGAZINE (American):—"He spoke brokenly. The EARS were still running down his face."

...KPEURN TIMES:—"John —— was ...d for keeping a dog WITH a licence."

...LY NEWS AND WESTMINSTER ...TE:—"Trapped by Fire.—WINDOW ...pes from blazing house."

...CHESTER MERCURY (Advt.):—"...rnished, comfortable apartments, or ...E COMBINED BUSINESS LADY."

...NBURGH EVENING NEWS:—"I am ...ected to say definitely, on his be... that he is prepared to CARRY the ..."

...LY POST AND LEADER:—"500 cwts. ...al, VALUE 10s."

..."MYSTERY OF THE GREEN DIAMONDS" ...):—"I stood there, with my ...th hanging ABOUT THREE FEET OPEN."

...TER NEWS:—"His DULL EYES were ...ing."

WHEN GIRLS GROW WEAK.

Beware of Anæmia.

"That girl is outgrowing her strength." One often hears this said about girls in their early teens. When a girl grows weak, pale and miserable, parents should not neglect these symptoms, for delay means danger. The girl in her teens cannot develop into happy, robust womanhood without abundant blood in her veins. It is the lack of this that is the trouble with nine girls out of ten. Dr Williams' pink pills have achieved world-wide fame for their remarkable blood-making properties, they have restored thousands of fragile, anæmic girls to complete health. Miss B. Houghton, of 2, Crawford Street, Clock Face, St. Helens, states:

"Some months ago I became very anæmic. I always felt tired and listless. Severe pains attacked me at the back of my head. I gradually grew weaker, and found it difficult to walk. I cried at the least thing. I started taking Dr Williams' pink pills, and the very first box wrought a wonderful improvement. With each succeeding box I got better, and now I feel stronger than I have ever done."

There is danger in delay. Begin Dr Williams' pink pills now. Of all Chemists, 2s. 3s. 6d. box; nothing else will do. JB

FREE.—No woman or girl should miss reading the booklet "Nature's Warnings," sent free to all who write to C.H. Dept., 36, Lurzon Square, London, W.1.

GRAVES SCREENED-GRID '3'

Supreme in Quality & Performance. It has great power, long range, and gives amazing results in receiving Home and Continental Stations. Sold on easiest monthly terms.

Range Switch Screened Grid Det. Valve, Detector and 2 Power Valves. H.T. Battery. 2 volt Accumulator. Complete Aerial Outfit. LOUD SPEAKER in Figured Oak, to match.

15/- NOW

Price complete **£12:15:0**

TERMS: *Send only* 15/- *now, and 10 Monthly Payments of* 25/-. *We allow full Approval.*

Catalogue Post Free

Call or write for Catalogue and other interesting details and Post Free Trial Offer.

J. G. GRAVES Ltd SHEFFIELD

WHY HAVE A BAD LEG?

THOUSANDS of Cured Patients praise the day they used Tremol Treatment; the most successful Treatment in the World for all forms of Bad Legs.

With this powerful Treatment Varicose Ulcers melt away, and even when combined with Varicose Veins, disappear. Eczema vanishes, skin troubles die away, Inflammation, Irritation, and pain become things of the past. You cure your leg in your own home without resting, even if you have suffered for years and all other treatments have failed to help you. Think what Tremol means to you! No more resting your leg. No more sleepless nights. Able to enjoy life.—Better health.

Your work made a pleasure—Your leg made well and strong. A valuable Book, entitled **"Your Bad Leg and the Reason Why,"** gives full particulars of this powerful Treatment, terms with sound advice on leg troubles, and shows how to bring about a speedy and lasting cure. Sufferers desiring a free copy of this book should apply at once, before this limited edition is exhausted. Write to-day to the **NATIONAL INFIRMARY FOR BAD LEGS, Ward B.L., Great Clowes Street, Broughton, Manchester,** and you will receive this valuable Book (Published Price 3/6) by return of post and absolutely free of all charge.

FREE COUPON Ward B.L.

National Infirmary for Bad Legs, Great Clowes Street, Broughton, Manchester.

Please send me your new book, entitled **"Your Bad Leg and the Reason Why,"** and full particulars of the Tremol Treatment.

Name.....

Address.....

.....

State complaint.....

National College of Health, Ltd.

Push Out THIS BOAT!

VERY forlorn little families turn up at the fund's door from time to time. And Hilda's family is one.

Her father, an ex-Naval man, was at one time earning on an average 70s. per week as a navvy in different parts of the country. As such jobs became scarcer and scarcer, he worked as an agricultural labourer for a low wage.

Thoughts of little Hilda help to keep her father from despair

This sufficed to keep himself, wife and three children, of whom Hilda, aged four and a half, is the eldest, because they lived in a hut rent free.

It is dangerous for a man with children to inhabit these huts in the winter, as the children suffer too severely from the cold; so Hilda, her parents, and small brother and sister had to seek shelter in a lodging-house.

The farmwork came to an end owing to slackness, and Hilda's father tried to earn sufficient to pay for their lodging-house accommodation by singing in the streets or selling lavender.

Tonsilitis set in, and he was unfit to trail about the streets, so he brought his family to London.

He is hopeful that if he can get to a seaside town where his sister lives he will be able to find work as a boatman.

Does this sound a "put-up" story? His case is genuine enough. But he is despondent and his opinion of life is "not much." It is only the thought of his wife and kiddies that keeps him going.

If our readers will prove "the friend of the unfriended poor" and help Hilda's father to launch his boats, they will be launching a family on a sea of hope instead of leaving them to flounder hopelessly until they are submerged.

Something worth doing, isn't it?

ACKNOWLEDGMENTS

Registered under the War Charities Act as the JOHN BULL *War Sufferers' Fund. All cheques should be made payable to the Fund, and donations addressed to* THE HON. SECRETARY, 93, Long Acre, London, W.C.2. *Every penny that is subscribed to "The Greatest of The e—" Fund goes to give help to the needy. All the expenses of administration are borne by* JOHN BULL.

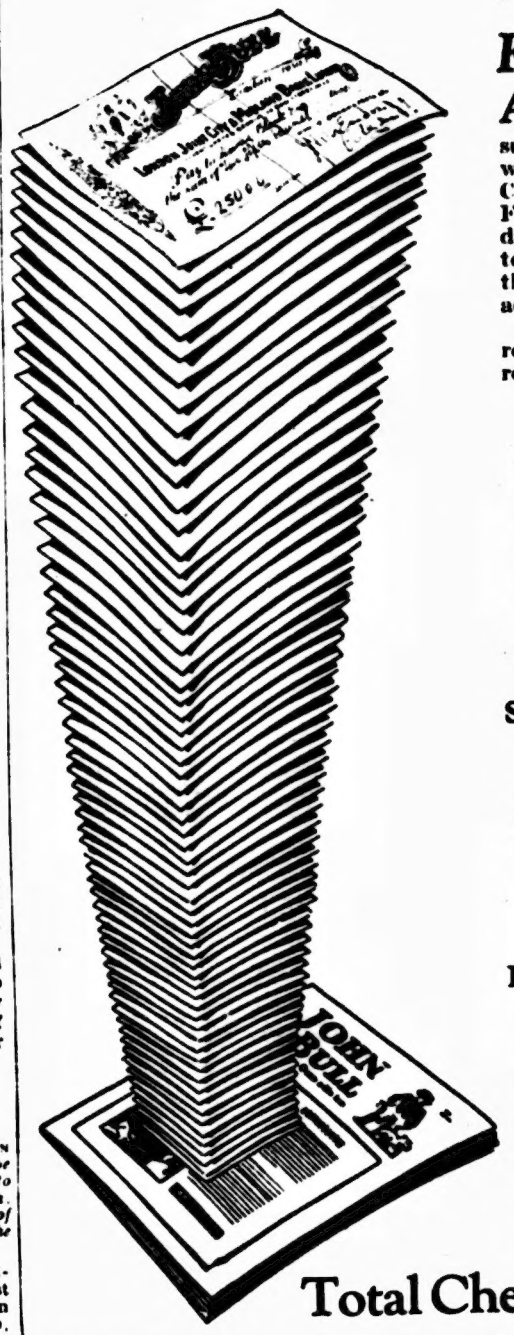
Chadwell, 3s.; Lily (Harwich), 1s.; An Unlucky Being, 3d.; Mr. H. G. A. Elliott (West Calster), 10s.; Mr. Wm. H. Smartt (Willesden Green), £5; James Gittos (Merthyr Tydfil), 2s. 6d.; Anon. (Wisbech), 10s.; Mr. E. Small (Bristol), 10s.; Mrs. A. Atkinson (Mexborough), 2s. 6d.; L. E. E. C., 2s. 6d.; J. J., 2s. 6d.; Mrs. A. McDermott (Saltley), 1s.; A Labourer, 2s. 6d.; J. C. Leather (Northwich), 1s.; J. N., 3s.; A Working Man's Family, 7s. 6d.; Effie, £1; E. W. C. (Lowestoft), 1s. 3d.; Side Step (Bury), 6d.; W. E. Tunnicliffe (Leicester), £1; Bill and Lott (Bourne), 2s.; A. Dixon (Spring Bank), 7s. 6d.; H. J. Tinsley (Nottingham), 1s. 2d.; Mrs. F. M. Roberts on (Mablethorpe), 5s.; No. 33, 2s. 6d.; S. Nicholas, 2s. 6d.; Edith E. E., 3s.; Mrs. E. L. Cooper (Darwen), 1s.; Mrs. J. Beetson (Finedon), 2s.; A. Holmes (Ilkeston), 2s.; For the Master's Sake, 2s.; J. W. Jeeble (Feering), 2s. 3d.; Anon (Barrow), 2s. 6d.; Knowle Park (Bristol), 3s.; J. A. Duxbury, 4s. 6d.

The following disused gramophone records are gratefully acknowledged from: J. Wilson (Walthamstow), 14; Miss S. E. Falkman (Leytonstone), 10; W. Smith (Camberwell), .

readers will be helping the fund if they will send their old records to "Records," 83, Rusholme Road, Manchester.

Parcels of clothing are gratefully acknowledged from: Martin (Runcton); Mrs. F. Donohoe (Ontario), silver paper; Miss Siddons; Mrs. Beetson (Finedon); Anon. (Maida Hill); Miss J. E. Dow; Vivian Thomas (Whitstone), Easter eggs.

201 More Cheques for Registered Readers



"JOHN BULL" Keeps on Paying

ANOTHER 201 cheques [illegible] JOHN BULL'S [illegible] Insurance Gift. Day by [illegible] week, JOHN BULL [illegible] Cheques to repair damage wrought by Fire; cheques for [illegible] damage; cheques for sickness; cheques to keep the wolf from the door when the bread-winner is laid up through accident. A wonderful [illegible]

We give below the names of a few readers who have received cheques recently.

Have you registered?

Fire—Up to £400.

TOTNES, DEVON.—Miss M. [illegible] Hotel, STONEHOUSE, [illegible] P. Hodson, 72, Ringley Road [illegible] —Mr. J. P. Bruce, Shore [illegible] Mrs. I. Chapperton, 14, [illegible] NORWICH.—Mr. J. Curl, 5, [illegible] NR. ROTHERHAM.—Mrs. S. [illegible] YEOVIL.—Mrs. E. Fear, [illegible] BUILTH WELLS, BRECONSHIRE. "Bryngwyn," BUILTH.—Mrs. [illegible] rose Street, BURY, LANCS. [illegible] Heywood Street, CLAYTON. Skipper, 118, Daubeney [illegible] Mrs. A. Rowson, 20, Moodie [illegible] HARROGATE.—Mr. F. Collier [illegible]

Sickness Benefits £5 5s. each

ILKLEY, LINCS.—Mr. H. [illegible] Lane, Kirmington. BURNLEY. Graham, 3, Surrey [illegible] SOMERSET.—Mr. E. G. [illegible] BECKBONDWIKE, YORKS. Mr. [illegible] Firths Sq., High Street. KEIGHLEY. Mrs. F. Evans, 1, Dickinson [illegible] BRIXTON.—Mrs. M. Davies [illegible] PENGORENYDD, CARDIFF. Mr. [illegible] Cenydd Terrace. NR. ABERDARE. Knight, 3, Fern Cottages [illegible] PONTEFRACT.—Mrs. E. Nunn [illegible] East Hardwick. CHADDESDEN. Pryor, 29, Mayfield Road.

Home Accidents £2 per week

ELY, CARDS.—Mrs. Amelia [illegible] Soham, LIVERPOOL. Mrs. [illegible] Hurlingham Road, Welton [illegible] FLEET, KENT.—Mrs. L. A. [illegible] Avenue, JEDBURGH, ROXBURGH. W. Elliot, 2, Duck Row. GRIMSBY. Mrs. A. Franklin, 76, Merton Street. CREDENHILL.—Mrs. J. E. Bright [illegible] RAMSBOTTOM, MANCHESTER. Markland Place, HILLSBOROUGH. Cross, 131, Dykes Hall Road [illegible] —Mr. S. Ruff, Post Office, [illegible] —Mrs. J. Matthews, 168, [illegible] Wood, NEWCASTLE-ON-TYNE. ron, 50, Scrogg Road, Walton [illegible] FINCHLEY, N.12.—Mrs. E. [illegible] Lane.

Total Cheques Paid—53,278

CUT HERE

JOHN BULL

***Hand* this Coupon to your Newsagent.**

To (Name of Newsagent).....

Address.....

.....

Please deliver or reserve JOHN BULL for me weekly until further notice.

Signature.....

Address.....

Date.....

PLEASE WRITE CLEARLY.

J.B., 10/5/30.

CUT HERE

Post this Coupon to

"John Bull," Registration Department, Long Acre, London, W.C.2.

I have sent an Order Form [illegible] agent for the regular weekly JOHN BULL. Please register me as reader.

.....

Reader's Signature

Age.....

Address.....

.....

.....

Name and Address of Newsagent .....

.....

.....Date.....

Use ½d. stamp. Don't send certificate setting out the full conditions and certifying registration sent if ½d. stamped addressed envelope enclosed for return. PLEASE WRITE CLEARLY.

"WORTH DOUBLE."

"The 'John Bull' Pen I had four years ago is still going strong without a scratch. It is well worth twice the amount I paid. Thirty Shillings would not be too much." R. L. Warnes, 73, Commercial Road, Spalding, Lincs.

CASH THE COUPONS!

Everybody's coaxing the coupons! A wonderful opportunity to become the possessor of a JOHN BULL Pen, with which is presented a

2/6 "Everpointed" Pencil Free!

The Pen is fitted with 14-carat solid gold nib, iridium tipped. Each is accompanied by written guarantee. The Pencil is heavily plated, complete with re-fills.

'John Bull's' Pen Coupon Value 6d.

Two of these Coupons (value [illegible]) will be accepted as One Shilling part payment of the JOHN BULL

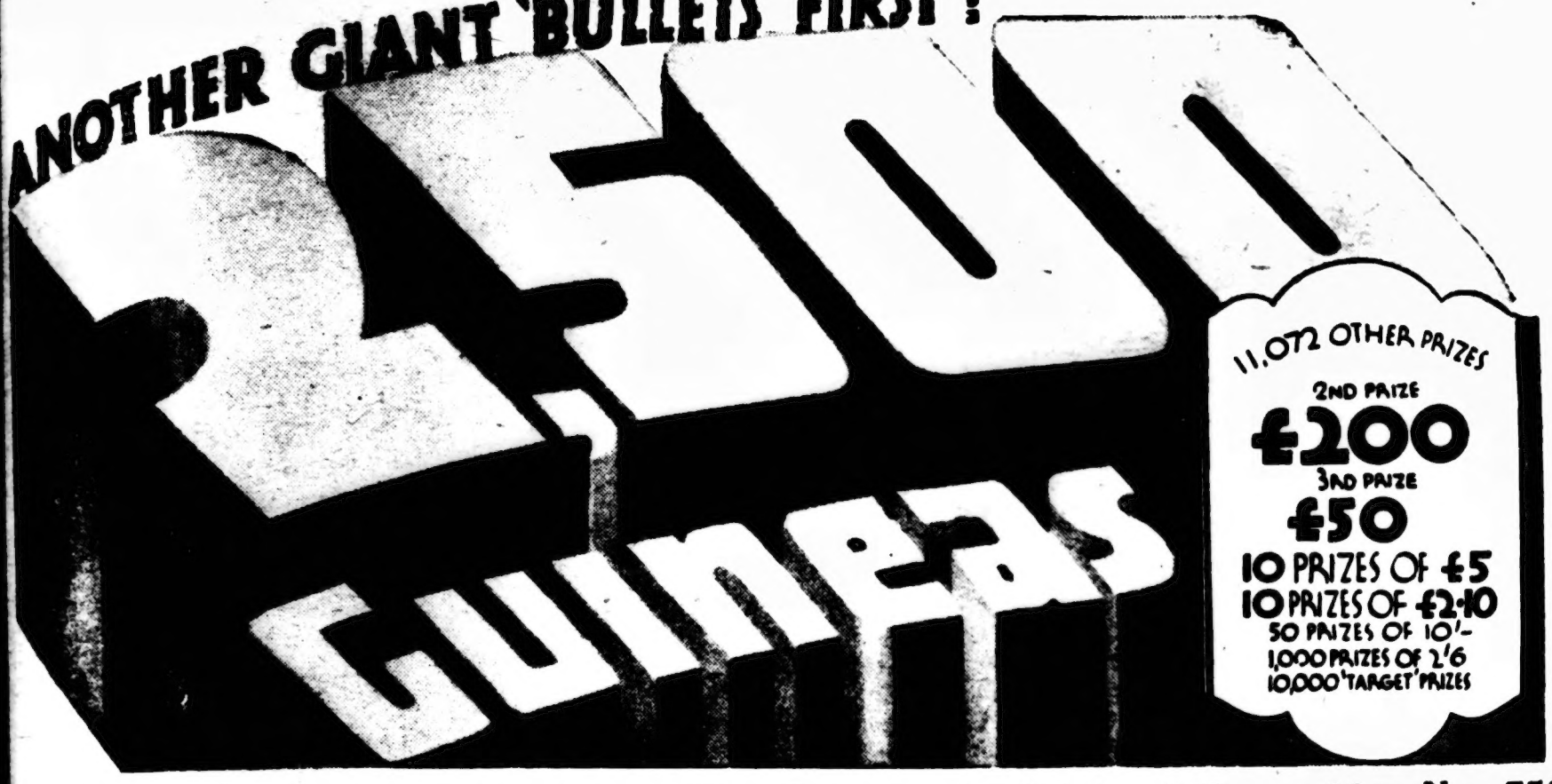
For the 5/- Pen send 2 Coupons and P.O. for 4/-.

For the 3/6 Pen send 2 Coupons and P.O. for 2/6.

Add 3d. for postage and [illegible] each case.

State if fine, medium or [illegible] is desired (cross out [illegible] suitable). Name engraved [illegible] Pen, 6d. extra. Give name required. Cross remittance [illegible] (make payable to JOHN BULL)

Address: "John Bull" Pen Dept., 93, Long Acre, London, W.C.2.



YOUR LAST OPPORTUNITY TO WIN 2,500 GUINEAS

ON Friday, May 30, a ***Bullet*** will be finally selected as the winner of 2,500 Guineas, and on that day JOHN BULL's telegram will flash along the wires to brighten some competitor's home for years to come.

Yours may be the ***Bullet*** which wins our huge cheque—or if you miss this splendid prize there are hundreds of others which also must be won for a few words on one of the coupons on this page.

This is all you have to do: to one of the *Examples* adjoining add any TWO, THREE or FOUR WORDS of apt and original comment. Here is a specimen. Suppose you choose the *Example* CLUTCHING HAND, the added words AMERICA "EXTENDING 'TO EUROPE'" would complete a typical *Bullet*.

Study the winning ***Bullets*** below before making your effort to capture a fortune, and see that your entry reaches us by the closing date, Saturday, May 17. Be quick—a few minutes' thought to-night may change your future!

£762 10s. CASH WON BY COMPETITORS THIS WEEK

FIRST PRIZE OF £250, COMPETITION No. 756.

Mr. T. Holden, 38, Parliament Street, Burnley, Lancs.

Example:—MAN OF IRON
Bullet:—"SWIMS"—OF STRAW, "SINKS."

SECOND PRIZE OF £50:

R. James, 23, Wyndham Avenue, Exeter.
Example: Getting Down To Facts
Bullet: Beats "Stooping" To Lies.

THIRD PRIZE OF £40:

H. McKenna, 8, Granville Road, Sidcup, Kent.
Example: A Giant's Task
Bullet: Using Giant's Power Rightly.
(Entered on "Target" Prize Coupon.)

OTHER PRIZE-WINNERS

£30: J. HAMILTON, Mill of Machany, Muthill, Perths.
Watching Results—Cashier—Result, Cashier Watched.

£25: Mrs. BELL, 27, Broom Hill Road, Ipswich.
Rotors Living Quicksands of *Good* Time.

£24: G. SIMMONDS, 58, Greenway, Maidstone.
On The Border—So Revue "Gets Over."
(Entered on "Target" Prize coupon.)

£23: R. JACKSON, "Grasmere," Raby Road, Stockton-on-Tees.
Lice-boatman Bill—True—If Yarns Aren't'

£22: W. G. McGILL, 29, Wallwood Street, Limehouse, E.
Life-boatman Bill—True—If Yarns Aren't! Tears.

£21: T. A. GRETTINS, 66, Clumber Street, Newcastle-on-Tyne.
Going Great Guns—Financier—Until Shareholders Revolt.

£20: A. WOLFENDEN, 25, Tunshaws, Kirkburton.
Happily Ingenious—"Clang" Replacing "Clashes."

£19: F. W. CUMMINGS, 33, Ypres Park, Whitehabbey, Co. Antrim.
Below The Belt—"Vacancy"—Wanted, Good Employee.

£18: S. G. WATTS, 25, Lizban Street, Blackheath, S.E.
If Parties Were Scrapped—They'd Probably Substitute "Crusades"!

£17: J. T. CLEMENTS, 65, Kilmartin Avenue, Norbury, S.W.
Growing Evil—Liberty of *Cinema's* Speech.

£16: Mrs. E. PERRETT, 59, British Road, Bristol.
Man Of Iron—Ramsay—Too Many "Irons."
(Entered on "Target" Prize coupon.)

£15: Mrs. T. EDWARDS, 19, Lynwood Avenue, Manchester.
He Pressed The Button And—Success Came—Failures Think.

£14: R. MILBURN, 14, Rose Crescent, Whitburn.
Tough Stuff—After Borstal's "Tender Care."

£13: Miss B. HAWLEY, 43, Albion Street, Nelson.
Screwing Up His Courage—Screw Rose With Courage.

£12: C. E. BIRDSEYE, 123, Moorside Road, Downham, Kent.
If Parties Were Scrapped—All "Sides"—One "End."

£11: W. RUPPELL, "Maydene," Mayfield Avenue, Parkstone.
From Dover To Calais—"Workmen" First—"Excursions" Later.
(Entered on "Target" Prize Coupon.)

£10: H. BELL, 87, Sherburn Terrace, Consett, Co. Durham.
Failures—"Drop Off"—"Plums" Don't."

ALL PRIZES HAVE BEEN POSTED.

A list of 25 £1, 50 10/-, and 500 2/6 prize-winners can be seen at these offices.

☞ Free weekly help awaits you in *Bullets Bulletin*. Sample copy sent to applicants who enclose halfpenny stamped addressed envelope. Sixpenny P.O. (crossed and made payable to JOHN BULL) brings 12 weeks' issues post paid. Address: "Bulletin" Dept., JOHN BULL, Long Acre, London, W.C.2.

The original cheque for £500 awarded to the First Prize-winner in Competition No. 755 will be displayed in the window of Mr. S. C. Holman, High Street, Blaina, Mon.

If you wish to send in further "Bullets" you can write them on plain paper.

Examples for "Bullets" Competition No. 759

CLUTCHING HAND	DISILLUSIONED	DISGRACE TO THE FAMILY
IN HIS SHIRT SLEEVES	MAN WITH A SMILE	MAINLY
SILENCE	COME ALONG, SUMMER	CAN'T BE BOTHERED
HE PACKED HIS BAG AND	"THAT'S BETTER!"	ON THE SPOT
ACCORDING TO THE LAW	FOR REASONS UNKNOWN	O FOR THE DAYS WHEN
WHEN I'VE A COLD	AS FAR AS I CAN SEE	IF ALL GOES WELL
REGRETS	OUT OF BUSINESS	FLOURISHING
NOT IN LOVE	MY VIEW	LOW-DOWN TRICK
LUCKY DAY	NOBODY TO TALK TO	A SMALL MATTER
SHE WOULDN'T CARE IF	ROARS OF LAUGHTER	LOOKING AT BRITAIN
WITH A MIGHTY SHOVE	MR. MUDDLER	BLOT ON THE LANDSCAPE
GIVING MONEY AWAY	STILL GOES ON	MOVING WITH THE TIMES
IN ANTICIPATION	WHEN SHE'S ASKED	LIKE THE REST OF US
FLAME OF LOVE		

Example _____ Closing SAT., May 17
Bullet _____

Example _____
Bullet _____

(759) P.O. No. _____ Signed _____
I agree to enter this competition in accordance with the rules and conditions announced on page 12. With 1 Coupon, send P.O. for 6d. Address _____

Example _____ Closing SAT., May 17
Bullet _____

Example _____
Bullet _____

(759) P.O. No. _____ Signed _____
I agree to enter this Competition in accordance with the rules and conditions announced on page 12. With 2 Coupons, send P.O. for 1s. Address _____

Example _____ Closing SAT., May 17
Bullet _____

Example _____
Bullet _____

(759) P.O. No. _____ Signed _____
I agree to enter this Competition in accordance with the rules and conditions announced on page 12. With 3 Coupons, send P.O. for 1s. 6d. Address _____

Example _____ Closing SAT., May 17
Bullet _____

Example _____
Bullet _____

(759) P.O. No. _____ Signed _____
I agree to enter this Competition in accordance with the rules and conditions announced on page 12. With 4 Coupons, send P.O. for 2s. Address _____

☞ **ADDRESS COUPONS:** "Bullets" No. 759, "John Bull," Long Acre London, W.C.2 (Comp.)

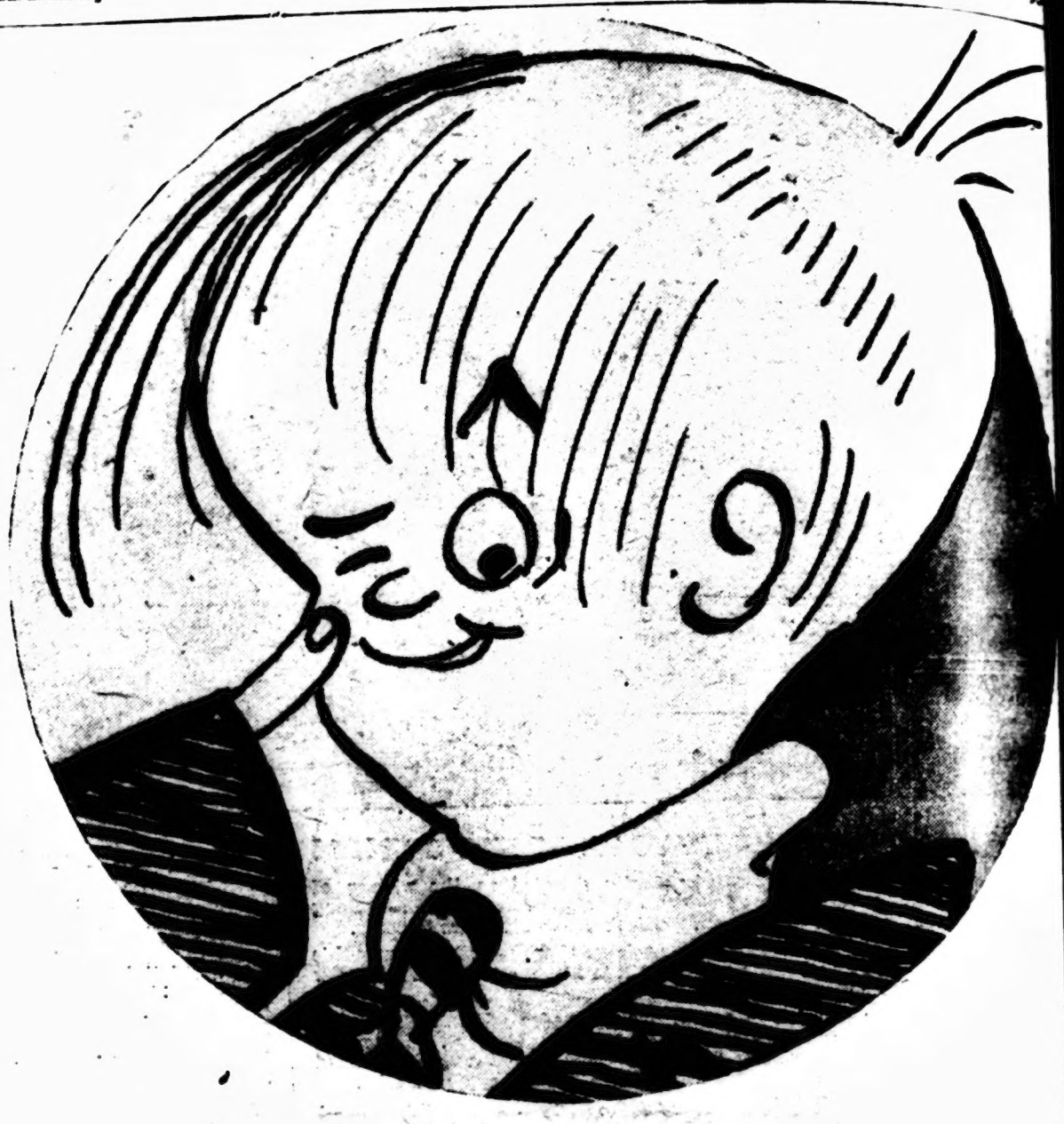
ENTRY FEE.—You must enclose a Postal Order with your entry at the rate of 6d. for each coupon submitted. This should be made payable to "John Bull" and crossed "& Co." Write your name and address with date of posting on the back of the Postal Order. See Rules on page 12.

ANOTHER RECORD OFFER. **2,500 CASH PRIZES!** NEXT WEEK ONLY

MISS LANGUISH
(OFFICE VAMP)
JOB — SECRETARY
HOBBY — TRYING TO GET ON THE FILMS
RECREATION — TALKIES

Mr CALLAGAIN
JOB — TRAVELLER
HOBBY — "HAVE YOU HEARD THIS ONE"
RECREATION — JUMPING BACKWARDS

MISS TILLY
JOB — TYPIST
HOBBY — CROSS WORD PUZZLES
RECREATION — PUFF PASTRIES



MEET ALEC

THE BOSS
JOB — PUTTING THE WIND UP THE TROOPS
HOBBY — FILLING IN INCOME TAX FORMS
RECREATION — EJECTING CANVASSERS

If you want to enjoy a good laugh every morning—one that will clear the cobwebs away and make you feel good with the world—be sure you see "The Day's Work," the new comic strip, now running in the "Daily Herald."

Alec's the prime mirth-maker in it (he's the limit), and there are many other types you'll recognise with a chuckle. You'll be all the better able to tackle the day's work if you start with this daily tonic.

DAILY HERALD

£10,000 Free Family Insurance.

OVER 1,000,000 DAILY NET SALE

Mr LOTT
JOB — CHIEF CLERK
HOBBY — COMIC SINGING
RECREATION — WASHING UP

Printed and Published Weekly by the Proprietors, ODHAMS PRESS LTD., Long Acre, London, W.C.2, England. Registered at the G.P.O. as a Newspaper. Post free, Inland and Canada, 13s. per annum; all other parts of the world 15s. 2d. per annum. Registered for transmission by Canadian Magazine Post. Agencies for the Colonies: Gordon & Gotch, Ltd., Australia & New Zealand. For South Africa: Central News Agency, Ltd. Sole Agents for Canada: Canadian Wholesale Newsdealers' Association, Ltd. For America: International News Co., 131, Varick Street, New York, U.S.A. Also on sale at W. H. Smith & Son, Ltd.'s Bookshops at 71, Marché-aux-Herbes, Brussels, and 248, Rue de Rivoli, Paris, and Messageries Dawson, 13, Rue Albouy, Paris.